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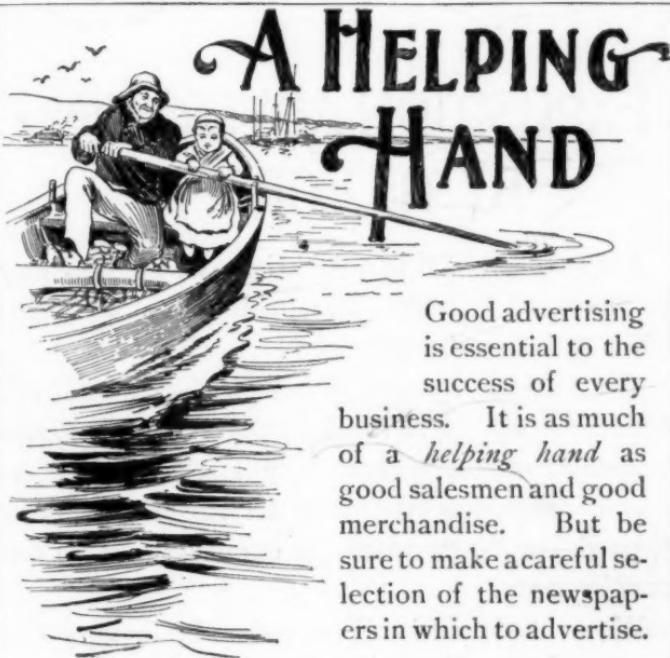
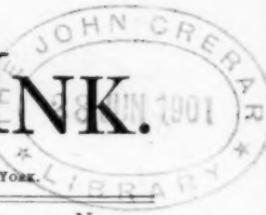
# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV. NEW YORK, JUNE 26, 1901.

No. 13.



Good advertising  
is essential to the  
success of every  
business. It is as much  
of a *helping hand* as  
good salesmen and good  
merchandise. But be  
sure to make a careful se-  
lection of the newspa-  
pers in which to advertise.

In Philadelphia everybody uses

## THE RECORD

BECAUSE

It has by far the largest circulation, daily or Sun-  
day. It brings the greatest results to advertisers.  
Its rate is the cheapest, in proportion to circulation.

"'The Record' is one of the largest penny papers in the United States, and one of  
the ablest and best at the price."—From the Petersburg (Va.) "Index-Appeal."



## EXPOSITION-ADVERTISING BY TELEGRAPH.

Exhibitors at the Pan-American Exposition may be interested in telling the public about their exhibits and the prize awards.

We have a system of advertising whereby a notice may appear in the daily papers, **as pure telegraphic matter**, without any marks to indicate that it is anything other than an Associated Press dispatch—**with none of the earmarks of an advertisement.**

We write the notice if desired and telegraph it to an agreed-upon list of leading dailies.

The cost is more than ordinary advertising, but the service may be worth much more than the cost.

It is quick advertising. Apply to.

**GEO. P. ROWELL & CO.,**

Advertising Agents,

**10 Spruce St.,**

**New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXV.

NEW YORK, JUNE 26, 1901.

NO. 13.

"THE ETERNAL FEMININE."

By Jas. H. Collins.

By the complex phrases of philosophy and metaphysics one may clearly prove that woman is a secondary factor in human affairs. By the simple and altogether incontrovertible facts of everyday life, however—cash balance and grocer's bill, the latest novel's sales and the new floor for the parlor—it is not possible to prove that she occupies any other than foremost place. Woman undoubtedly has—in scientific books, at least—less brain than man, yet she rules him; she has no single grain of the faculty called reason, yet she takes his reasoning into hand; she has none of the sterling qualities called common sense, yet she manages his home, his children, his comings in and his goings out and his estate after he has done with it; she has neither thrift, nor foresight, nor generalship, nor ability to work simple sums, yet she does all of his buying and the whole world is built pretty much to her tastes, whims and prejudices. The advertiser talks vaguely of a creature which he calls, variously, "he," "it," "clientele" and "the public"; yet this creature is woman, pure and simple, and though he may safely call her general, indefinite names in his theories, he would better take her into strict account when he deals with her in space and dollars and cents.

In a recent number of a ten-cent magazine which carries the largest amount of advertising accorded any monthly publication, there were very nearly three hundred separate ads, ranging in size from the four-line announcement of a school for girls to the double page insert of the biscuit trust. In all these three hundred carefully got-

ten up bids for business there were just twenty-one that would not be likely to appeal to women. These were ads of pipes, razors, machinery, card systems and office helps, guns, band instruments, cigars and tobacco. About twenty more fell into a class that was a sort of borderland—typewriters, naphtha launches, ads of financial houses and the like—ads that made appeal to men, but which might, by a freak of advertising, bring a limited amount of trade from feminine intermeddlers.

But, of the remaining two hundred and fifty, there was no ad that did not frankly address the "lady of the house," either as a helpmate of the lord thereof, or as the one and only factor in it. Things there were that belonged to men of right—cameras, pianos, horse and auto carriages, railroad and sea trips, fishing tackle, phonographs and biographs, floor paints, shingle stains, things to work with and play with, things to eat and wear, things with which to decorate homes and persons—things that man had made for his own uses and proved philosophical ownership to. Yet here were their makers and keepers printing ads with pictures of women, and catchlines addressed to women, and treating the economy, uses and advantages of their wares from the standpoint of the woman who keeps a home and rears children and bosses some lord of creation. From the baby food ad to that of marble monuments—from the cradle to the grave, as it were—but twenty-one ads were addressed directly and solely to men.

Now, gallantry is a beautiful human quality in a novel or in some phases of life, but in an ad it is worth nothing at all—means nothing at all. These two hundred and fifty advertisers were,

mainly, men and firms who have filled space often enough to know that the dollar is the ultimate end of publicity, however sordid a principle that may be. Yet they ignored or snubbed the lord of creation and offered things of his own devising to the creature made of his rib. Nay, these very advertisers who offered him pipe and tobacco and shaving brushes in this issue of the magazine had at Christmas-tide appealed to the woman who had the spending of his money, telling her that their wares were "for him," and urging her to take into her hands the buying of his very cocktails.

From a philosopher's standpoint it was all wrong—should not exist and should be ignored if discovered in the act of existing. But as it did exist, and promise to grow as well, it was thought best to pry into the reasons that had brought it about. These were found in the daily life of the average man. The average man swinks and swelters six days in the week, making as much money as he can and considerable hubbub beside. It would seem a logical conclusion that the average man, having made the money, should spend it. As a matter of fact he does no such thing. From the time of his rising at dawn unto the time of his returning to bed the average man spends about one-twentieth of the money that goes out of his income for housing and subsistence. He is intrusted with the purchase of some of his clothing, his smoking material, the tools and appliances he uses in his office or at his work, and—generally under protest—a greater or lesser amount of strong drink. Within that narrow circle he ranges, and when he tries to go beyond it his tether brings him up roundly. Neither his bed nor his bedchamber are furnished with a single article of his own choosing; he may have a penchant for wheat breakfast food rather than for oats, yet he never selects the brand; no bit of tin or copper or china ware is of his selection, and when he goes away to office or work the machinery of the household that is put in operation has

no cog or lever of his devising. He may be called upon for his opinion of a carpet sweeper or a pillow-sham holder or a parlor lamp, but he is rather in the plight of the comic weekly missionary who is to give his choice of being roasted, boiled or fricasseed. Though he gain his very livelihood in the making of or trafficking in these things, yet will he starve unless he keeps his eye upon the ultimate buyer and user of them all—the woman.

If he goes out in the evening to ball or lecture or theater he is more than apt to go under orders. His wife wears thrice the value of his evening or business suit—wear, wearer and wearing being alike a mystery beyond his solving. If he stays home and reads he will be driven to one of her novels after he has surrendered the evening paper, while, when his little pause for summer rest comes round, he goes to a place that she has selected. If, by some accident, there should be money enough ahead to warrant a trip to Europe or a visit to some one's "folks," there is seldom any dispute as to who is to go. Or if there be—

Woman spends nineteen-twentieths of her husband's money in every community, whether her lord be a millionaire or a ditch digger, and in the spending she sets the laws of the markets of the world. There is, to a woman, no such coin as a dollar. Her calculations deal with eighteen nickels and ten pennies. Man is so lax and unthinking in his spending that no one takes him into consideration when prices are fixed. He is a perpetual good fellow, and can always be brought to pay a dollar for something worth but ninety-eight cents. This basic trait of his character has brought into being a class of people who prey upon him. The cigar man knows that when he comes in with a friend he will be ashamed to buy a five-cent cigar; the saloon man thrives off his weakness for ordering "the best in the house"; deprecatory mention of the word "cheap" is the open sesame to his

pocket at the tailor's. And when he is sent to the grocer's or butcher's he is practically a treasure ship, to be looted of coin of the realm and ballasted with goods that have been on the shelves untold ages.

Woman, however, is a natural spender. Early in life her mother or her grandmother or her elder sisters take her out on expeditions and initiate her in the mysteries and wiles of those who stand in the market place. She has no false shame. When she and the woman who lives next door go into the ice cream parlor they make sure that their dissipation is to cost no more than five cents. She will beat the butcher down three cents and throw his meat in his face if it does not come up to her standard. She buys only after she has had a sample and made comparisons with all other samples she can gather. With her, purchases are a matter of estimates; he who would have her patronage would better enter into figures at once. She will stand an hour in Smith's grocery, taste and pinch and delve into the very vitals of his ware, and then, for the matter of a penny, go away to Brown's and spend her eight cents. She lives according to a schedule of prices and is continually comparing that schedule with every other woman's, just as men compare watches, or sea captains exchange longitude and latitude.

In view of this real purchasing power there is little food for wonder in the fact that two hundred and fifty ten-cent magazine ads should be deliberately aimed at women. Long ago the whole publishing world learned her true status in society and trimmed sail accordingly. The newspaper is made for her, and the magazine and the novel. Man has his financial news and sporting page crowded over into the latter half of the daily, while the murders and accidents, the deaths, weddings and society news are played up under red heads. Fortunes have been made in the invention of trifles, but they were all trifles for her. A patent unbreakable hairpin

brings in a round million; an ever-present pants button does well if it pays for its patent and making. From the philosopher's standpoint woman is an incidental helpmeet to man; from the standpoint of the wise advertiser she is queen of the nether world, mistress of the privy purse, keeper of the rolls, the hounds and the exchequer. Man is but a scullion at her court.

#### BOLOGNA SAUSAGE BY MAIL.

There are a great many things advertised by mail, but there are a great many more that might be. In a Pennsylvania town is an enterprising butcher who wants to sell bologna sausage by mail. This may seem funny, but it is not. His bologna sausage will keep for any length of time, in any climate, and can be shipped anywhere, without damage. People cannot get along without more or less eating and there is no reason why they should not be educated up to eating bologna sausage. The large mail order houses do considerable business in foodstuffs. If people can buy a better and cheaper bologna sausage from this butcher (or rather, if he makes his advertising convince them that they can), there is no reason why a business cannot be worked up. Incidentally it is his intention to establish agencies in each town to handle the sale where the introduction is made through advertising.—*Advertising*.

#### A STRONG NAME.

A good name is worth riches to the advertiser. As an instance take this plain, every-day name John Jones. Change it to the Jones Manufacturing Company or Jones & Co., and it becomes much stronger. Plain John Jones may be a fraud or a fakir or a small dealer, but people would not readily suspect this of either of the other firms. As confidence is the underlying principle of the mail order business it may then be easily understood why a strong firm name should be chosen.—*Advisor*.



NEW ADVERTISING SEEN ON DOWNTOWN STREETS.

## COMMERCIAL OPPORTUNITIES IN JAPAN.

"Commercial Opportunities in Japan," an exhaustive article by the Hon. Kogoro Takahira, minister of Japan to the United States, appears in *Collier's Weekly* for June 8. The foreign diplomat says there is an enormous market for American products in the Mikado's empire, especially in machinery and implements. The articles and ideas which Americans are showing in Japan now are stated to please much better than those heretofore supplied by European countries, because they represent a much further advance in science and mechanics. In addition American articles can be landed cheaper at the Japan ports. The minister asserts that the United States can increase its trade in Japan and throughout the East just as rapidly as it can convince the people there of the superiority and cheapness of American goods.

The Japanese, who are greatly in favor of American products and ideas, want the latest mechanical devices and the most advanced theories and principles of industry and manufacture, and they feel they can get these from America. This was not true even only a few years ago, when Japan looked mainly to Europe for Western ideas and supplies. In regard to Hawaii and the Philippines the Japanese statesman says:

The United States have recently taken important steps toward the development of commerce in the Pacific. I refer principally to the acquisition of Hawaii and the Philippines. The conduct of the Americans in China, and the general attitude of the American government and people will also, no doubt, have fruitful results when the Chinese Empire is finally opened to the commerce and trade of the world. But the result in the Philippines and in Hawaii will, of course, be seen sooner and will be felt more directly. Prior to the occupation of the Philippines by the United States, there was little or no trade with the islands and Japan. Either insurrection was in progress or threatened, and no efficient effort could be made to develop trade, even in times of peace. The Americans are changing all that. They are restoring order, and trade is springing up. The Philippine archipelago will some day be very important in a commercial sense. Its

agricultural, mineral and timber resources are excellent, and only need encouragement and continued peace and good order to be profitably exploited.

Hawaii is nearer to America than it is to Japan. The United States have already obtained a firm hold upon its trade. Still, there are a large number of Japanese in Hawaii, and Japan will, I believe, always have a considerable trade with the islands. We feel that the development of both Hawaii and the Philippines will be of lasting benefit to the trade of Japan. There, as well as in other parts of the territory of the United States, we should be able to carry on a large and mutually profitable trade with America. We are looking, however, beyond such restricted trade areas as Hawaii and the Philippine Islands. We are anxious to encourage the natural development of commerce between Japan and the home territory of the United States. This commerce, as I have said, has practically just commenced. It is yet in its infancy. But we may infer something as to the size of the future trade between the two countries from the rapidity of its early growth and its already considerable proportions.

Japan, like England, must always be a country of large importations. In this respect, the United States have a tremendous advantage over us. You will be able to sell us more than you will buy of us. But be it so, Japan wants to buy in the cheapest and best markets. We should like to purchase as largely as possible of the United States. Japan imports now more than 480 different varieties of articles. These importations vary from foodstuffs and clothing to raw material for manufacturing purposes, and a great variety of manufactured goods and machinery. Japan imports rice, even, which is much like saying that America imports cotton. But rice and many other foodstuffs are consumed by an ever-increasing population that is fast turning its attention and energies away from agriculture toward commerce and manufacturing. We must, therefore, rely largely upon importing foodstuffs.

Japan is studying the methods of trade and business followed in other countries. It sees that England has succeeded marvelously in shipbuilding and ocean transportation. In the United States, Japan sees a number of admirable systems—railways, development of natural resources, banking and manufacturing on so large a scale as to be the wonder of the world. Japan has studied the United States closer than any other country, and she feels confident that the furthest advance and development in all mechanical appliances and the most practical and profitable methods of business and trade are found there.



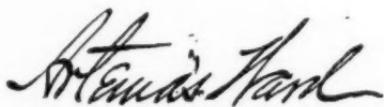
## THE CHEAPEST ADVERTISING HE EVER DID

A man advertised a physical-culture article for men not long ago, in twenty-one periodicals. He gave the results in "Printers' Ink." The best results were, oddly enough, from THE LADIES' HOME JOURNAL; and next from THE SATURDAY EVENING POST. The explanation is simple: With the JOURNAL he entered 900,000 homes, and his advertisement was read by men and women; with the Post he reached 325,000 business men and young men. He reached both constituencies, of 1,225,000 people, for \$7.75 per line, combined. As he says himself, it was the cheapest advertising he ever did.

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

# SAPOLIO

A growing need created it—the advertising agency system. One of the earliest and most successful workers, Geo. P. Rowell, is still in the field. He originated methods. Others followed. A first early step in advance was his publication of a list of all the papers—the American Newspaper Directory. He has never ceased to love it, and labor for it. Soon, out of the gross stupidity of imitation, it became a rule that every agency down to those of Oshkosh or Oklahoma must issue its own directory. An awful waste, for not more than one out of ten was worth shelf room. If the National Association of Advertising Agents could agree long enough to buy Mr. Rowell's Directory, publish it officially and drop all the others, it would accomplish something



Advertising Manager for Sapolio.

—*In Fame, March, 1901.*

# ADVERTISERS' GEOGRAPHY



EOGRAPHICAL and topographical facts are important points when a general advertising campaign is contemplated. Likewise the industries and population of sections of the country which are intended to be reached. The American Newspaper Directory gives a complete survey of every place in the United States where a newspaper or periodical is published. It contains also the complete population figures according to the United States census of 1900, thus assisting an advertiser to determine the population centers, their industries, and their comparative value for any given advertising.

The June issue—second quarter for 1901, second installment of a new century, thirty-third year of its own consecutive publication—is ready now.

It contains new features. All the class papers are revised and every known publication included in its tabulations.

The circulation ratings of all newspapers and trade publications of the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—are radically revised to date, including a supplementary list of every publication established since these figures were compiled six months ago. Sent, carriage paid, upon receipt of price.



**GEO. P. ROWELL & CO.**

Publishers

**American Newspaper Directory**

10 Spruce St., New York.

### PROSPEROUS FARMERS AND THE FARM PAPERS.

Yes, I've been over in Lancaster County, that good old Pennsylvania Dutch county, where the farmer is the rich man, owns his farm—perhaps two or three of them—a few or many shares of national bank stock, and lends the balance of his money on mortgages to his neighbors in the towns.

It's true there's hardly a bank in the county that hasn't a farmer or two on its board of directors. One knows when he gets into the county by the appearance of prosperity everywhere, the great yellow or red barns, larger than and just as well kept as the houses, and the well-ordered, cultivated appearance of things generally. It doesn't take a farmer to detect it.

These farmers are mostly Dunkers and kindred sects in religion, direct descendants, all of them, of Pennsylvania's early settlers. These people, the men with long, curly hair, full-bearded, wearing broad-brimmed Quaker hats, swallow-tail coats and trousers of brown or gray, aided by their prim-looking but hard-working wives, dressed as were Quaker women of fifty years ago, are earnest workers, true farmers. No known appliance for saving farm labor or household work is lacking on the farm, if Mr. Farmer knows of it and where to get it. Good horses, fine cattle and all the farm will support is the rule. Send the farm products to market on the hoof, and enrich the soil with the refuse, is another. Honesty and fair dealing are the signboards. My old friend Gruber stopped, as he has done for years on Saturdays, to leave two bottles of rich Jersey milk, driving three blocks out of his route to market, for all of which he received five cents per quart. Gruber is a Dunker, living on a farm which has been in his family nearly two hundred years, owner of two others, one hundred acres each, and worth \$150 per acre. Since three months back he is sole surviving heir of Gruber, Sr., who left him three hundred acres adjoining his

own farms, with personal property appraised at \$65,000. But Gruber is only one of many like him—farming as intensely as the man who must make a living off ten acres, and renting what he can't work himself.

He tells me farming does not pay as well as it did twenty years ago, when tobacco brought high prices, but the land is better, richer from the care given it, than ever before, while farm machinery and modern methods partly offset the loss. He says York County, across the Susquehanna, formerly the home of the turnip, buckwheat, chincapin—you don't know what that is; a nut sweeter and better than the chestnut—and other things at home on poor soil, is, since the Dunkers have conquered it by liberal use of fertilizers and liming the tough clay soil, coming ahead as a fair rival to Lancaster.

I saw Farmer Grissley, director and largest stockholder in a national bank with \$100,000 capital and \$50,000 surplus, selling fresh eggs from his own farm at fourteen cents a dozen, seven miles away from home, at five o'clock a. m. market. He'd be at the bank by ten, passing on the collateral offered by his grocer and baker.

These are examples of the men whose brothers, sons and relatives, with their sturdy Pennsylvania Dutch blood, have done so much for the welfare of the Central and Western States. The New Yorker is as great a curiosity to them as they would be to him.

I asked these men what farm papers they read. There were seldom less than two, and the mail they carried home indicated the interest shown in the matter offered by the advertisers. They are averse to paying high prices at county stores for what they can buy cheaper by mail, and are not afraid to buy that way, because the best of the farm papers use great care, and even guarantee subscribers against fraud.

These men can only be reached by advertisers through agricultural papers. They are ready to buy what appeals to their needs.—*Our Wedge, New York City.*

# The Milwaukee Newspaper Conspiracy Case

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Mr. Geo. P. Miller, president of the T. A. Chapman Co., the second largest advertiser in Milwaukee, and principal witness for the Journal Co., under cross-examination gave the following testimony under oath.

This is the testimony, the interrogatories being by Attorney W. H. Timlin and the replies of Mr. Miller:

"Now let me ask you that if at that interview of April 7, 1900, you said to Mr. Aikens that you considered the *Evening Wisconsin* a better advertising medium than any of the other papers?"

"Yes, sir, I did."

"Did you also say to him that for that reason you had always paid the *Evening Wisconsin* a higher rate per inch than the other evening papers, or words to that effect?"

"Yes, sir."

"That was true, was it?"

"That was true."

"That is true you said it and true you did it?"

"Yes, sir, and true I meant it."

"That was said in the presence of the three defendants, was it not?"

"Yes."

Mr. Miller also swore that the price paid the Milwaukee Journal was 40c. per inch.

## IN PORTLAND, MAINE.

Of the daily papers of Portland, Maine, the *Evening Express*, which sells for two cents, has the largest circulation, the actual average for 1900 having been 8,543. It is distributed to subscribers by its own carriers, besides being sold on the streets by the newsboys. Unsold copies are non-returnable. Its circulation has increased steadily since 1897, in which year it printed an average edition of 5,945 copies.

The *Eastern Argus* and *Press* are both morning papers and sell for three cents each. The *Argus* is Democratic and the *Press* Republican. The *Press* has a slightly larger circulation, the average for 1900 having been 5,527, while that of the *Argus* was 5,147. The circulation has not varied much in either case within the past few years. Both seem to carry about the same amount of advertising. The *Argus* is the longer established paper, having been founded in 1803, while the *Press* dates from 1862. In value to an advertiser there is little choice between the two.

The *Advertiser* is an evening Republican paper founded in 1785, and sells for two cents. This paper has never made a satisfactory circulation statement for the American Newspaper Directory, and the letter rating "I" (exceeding 1,000 copies each issue) is perhaps as high as can safely be accorded.

Of the weekly papers, the *Transcript*, published on Wednesday of each week and sold for three cents, has the largest circulation. The highest rating accorded this paper was in 1896, when the actual average edition for the year was 23,472. Since then their annual statements have shown a loss, and in 1899, the last year in which they gave the actual figures, their circulation was 19,955. In 1900 they were accorded the letter rating "E" (exceeding 12,500). The failure of making a report would seem to indicate a still further loss in circulation. In January, 1901, they gave up their own mechanical plant and the paper is

now printed by contract at Westbrook, Me., the business office still being at Portland. The tendency of the times is unfavorable to weekly papers, but the Portland *Transcript* has a strong hold on the regard of a great number of New England families.

The *Weekly Argus* and the *Maine State Press* are both published on Thursday of each week; the subscription prices are, respectively, \$1.50 and \$2 per year. In 1899 the circulation rating of the *Press* was "JKL" (less than 1,000), but in 1900 a statement was furnished by the publishers showing an average edition of 2,192 for the year. The circulation of the *Argus* has decreased from 2,173 in 1897 to 1,860 in 1900. These papers would hardly be considered by an advertiser except as makeweights on contracts for the daily editions.

The weekly *Advertiser* is published on Saturday of each week, the subscription price being \$1 per year. The circulation rating of "JKL" (less than 1,000) is believed to present all that can be said for it.

The *Sunday Telegram* was bought by the publishers of the *Express* in August, 1899, for several years previous to which it was accorded a "G" rating (exceeding 4,000) by the editor of the Directory. After owning it a year the present publishers submitted a statement showing an actual average circulation of 6,965 for 1900. This paper sells for three cents and is believed to be in a prosperous condition.

The other Sunday paper, the *Sunday Times*, was established in 1875, is independent in politics and is owned by the Portland Publishing Co., who publish the daily *Press*. In 1898 and 1899 they were accorded the letter circulation rating "H," but in 1900 a statement received showed an actual average for the year of 3,992 copies each issue.

## AXIOMS.

The newspaper that sells best may not be the best newspaper, but it is rather likely to be the newspaper best able to convince folks it is.—*Newspaperdom, New York.*

# The Best “JERSEY LIST”

for the advertiser as well as for the agent is to be found in the great circulation of the : : :

## Newark Evening News AND Newark Sunday News

The total daily sales of the Evening News exceed 47,000 copies. Over 30,000 copies are sold in Newark. These out-of-town sales show the News to be a “Jersey List” in itself:

<b>City of Orange</b> .....	2,832	Princeton, Elizabeth, Elizabeth-
“The Oranges” (comprising South Orange, East Orange, West Orange, Orange Valley, Brick Church, Mountain Station and Maplewood)	2,817	port, Rahway, Woodbridge, Perth Amboy, South Amboy, New Brunswick, Trenton, Freehold, Matawan, Linden, Englishtown, Eatontown and Colt’s Neck.....
<b>Morristown, Madison, Mendham and Whippany</b> .....	577	Morris Plains, Denville, Rockaway, Dover Boonton, Hackettstown, Newton, Washington, Lafayette, Succasunna, Deckertown and Port Murray.....
<b>Montclair, Upper Montclair and Soho</b> .....	792	Lorraine, Roselle, New Orange, Garwood, Cranford, Westfield, Plainfield, Bound Brook, Somerville and Flemington.....
<b>Caldwell, Verona, Cedar Grove, Essex Fells, Roseland, Fairfield, Pine Brook and Clinton</b> .....	539	Millburn, Springfield, Wyoming and Short Hills.....
<b>Summit and Chatham</b> .....	322	Hoboken, Jersey City, and New York Depot, Ferry and Street Stands.....
<b>Bloomfield, Watsessing and Glen Ridge</b> .....	1,159	Green Village, New Providence, Sterling, Basking Ridge, Bernardsville, Mine Brook, Far Hill, Peapack and Gladstone.....
<b>Belleville, Avondale, Nutley, Passaic, Paterson, Little Falls, Franklin, North Newark and Forest Hill</b> .....	1,238	Wickatunk, Red Bank, Lakewood, Long Branch, Asbury Park and Ocean Grove.....
<b>Harrison, Kearny, East Newark, Arlington and Rutherford</b> .....	2,406	215-217 Market St., Newark, N. J. St. Paul Bldg., 220 Broadway. Stock Exchange Bldg., Chicago, Ill. 227 Washington St., Boston, Mass. Outer Temple, W. C., London, Eng.
<b>Park View, Irvington, Hillton, Lyons Farms, Waverly, North Elizabeth and Vailsburg</b> .....	1,551	<b>16,140</b>
Total.....		

EVENING NEWS PUBLISHING CO.,  
R. F. R. HUNTSMAN, New York Representative,  
CHAS. J. BILLSON, Special Adv. Agent,  
W. H. DAGGETT,  
LOUIS M. PORTER, Special Adv. Agt., 222 Strand, London, Eng.

215-217 Market St., Newark, N. J.  
St. Paul Bldg., 220 Broadway.  
Stock Exchange Bldg., Chicago, Ill.  
227 Washington St., Boston, Mass.  
Outer Temple, W. C., London, Eng.

## IN THE MATTER OF BOOKS.

In the back of *McClure's Magazine* a few advertising pages are introduced, in which books brought out by the McClure publication house are exploited. These little pieces of advertising literature are wonderfully interesting in their way. Two are reproduced below, the only feature they apparently lack being the price and name of publisher:

There was a time, doubtless, when men took naturally to the woods, and some men, prompted maybe by inherited instincts, do so still. But the average contemporary man is not a child of nature, and has to learn to love the woods, as he learns most other wholesome things. He won't understand unless some one shows him why it is expedient occasionally for him to leave his roof and berth and sure meals, and live out of doors and sleep on pine boughs and fish or hunt for his dinner. Mr. W. H. Boardman's "Lovers of the Woods" tastes and smells so bewitchingly of the woods and their life, that it will doubtless stimulate some readers to try for themselves what life in the forest is like. What the book is more sure to do, is to edify and entertain readers who know the woods a little already, and are glad to have their wood-love increased, and the memoir of what they saw and felt revived and supplemented. The woods, whose life Mr. Boardman has shared, are the Adirondacks, and most of the localities he describes are easily identified. The members of the great army that tend that way every summer, will find him constantly profitable as guide, philoso-

pher and friend. He helps them plan, he teaches them to see what is about them, he tells them stories, and he does all these simply and well.

When a Swedish writer wins worldwide success and is translated into all the tongues of Christendom, the evidence of her power is conclusive. This is the astonishing position of Miss Selma Lagerlof, whose debut was made a few years ago with "Gosta Berling." No more original talent is now shown among the world's story tellers, and her work is stimulating a renaissance of the poetical and fanciful and playful in the fiction of a world long science-ridden. "From a Swedish Homestead" is a collection of her best short stories introduced by one that reaches the proportion of a novelette, and is the most perfect flower of her genius. The translation has the rare virtue of reproducing all the flexible grace of the original in English that rings as true as if it were the author's native medium.

## STATISTICS.

In these United States 26,000 publications, with a total circulation of 3,900,000,000 per annum, printing over 2,450,000 advertisements in each collective issue, costing the advertisers over \$215,000,000 per annum, say so. The 16,760 printers print, besides the ordinary commercial work, over \$211,000,000 worth of advertising booklets, catalogues, folders, lists and miscellaneous matter, prove it. \$426,000,000 is thus annually spent for advertising, and it has been growing by leaps and bounds for the past ten years.—E. St. Elmo Lewis (*Booklet*).

## IN ADVERTISING, EVEN.

Truth is mighty and will prevail—in advertising.

# SHOES

If there be anywhere in this country a low shoe and slipper department which for variety and beauty of style, completeness of assortment of sizes and range of prices is the equal of ours we are not aware of it.

Prices from \$1.50 to \$10.00.

SIXTH AVE. & NINETEENTH ST., N.Y.

# ALEXANDER

ATTRACTIVE TYPOGRAPHICAL EFFECT.

# ONE FOR EACH MONTH.

For the six months beginning August and ending in January, 1902, PRINTERS' INK will issue a special edition in each month, as follows:

- AUGUST 4.**--General Advertisers as listed by the Publishers' Commercial Union.
- SEPTEMBER 4.**--Patent Medicine Manufacturers.
- OCTOBER 9.**--Druggists: Wholesale and Retail.
- NOVEMBER 6.**--Cigar Manufacturers.
- DECEMBER 4.**--Seed and Nurserymen.
- JANUARY 8.**--Distillers.

It will be noted that the people reached by these special editions are the greatest spenders of money for advertising in America.

To reach any one of these classes through an advertisement in PRINTERS' INK will cost \$100 a page; half and quarter pages pro rata. Positions 25 per cent extra, if granted. A good paper could well afford to secure space in all—since each reaches all of a valuable class in addition to PRINTERS' INK's ordinary excellent circulation.

As the spaces are apt to be engaged by newspapers knowing a "good thing when they see it," immediate action is suggested. If interested write

**PRINTERS' INK,**  
**10 Spruce Street, New York.**

## DEPARTMENT STORES.

The only attempt, so far as we know, to regulate department stores by statute has been made in Germany. Last June a law went into effect to protect the middle-class merchants, who after long years of patient effort had recently found themselves, as in this country, overshadowed and undersold by the great bazaars. The law divided all ordinary articles of trade into four groups, or categories, and it provided that every store, bazaar or warehouse which sold articles belonging to more than one of the designated groups, and should do a business amounting to more than \$10,000 a year, should be subject to a progressive tax, which rapidly increased with the total amount of annual sales. Our consul-general in Berlin says that this law has worked well on the whole, but that it also has injured a great many firms of the middle class, for whose special protection it was enacted. This is because some of these firms do a yearly business far exceeding the taxable limit, and yet sell articles in separate categories. It is safe to say that in this country the de-

partment stores are meeting an economic demand. Just as the trusts, among other things, are organized to produce more cheaply, so the department stores are organized to distribute more cheaply. The small producer or storekeeper, however, can never entirely be driven out of business, because there will always be neighborhood wants that he can supply more readily than the great central markets. But he will have to be content, hereafter, we presume, with selling in a more or less circumscribed field. The only safe laws that at present can be framed for the department stores are not those intended to curtail their business, but rather those that will restrict the conditions under which goods are manufactured and employees work.—*The Independent*.

## OCEAN LINERS.

Among the heavy expenses of the transatlantic lines are advertising in newspapers and magazines, and the printing of thousands of circulars and passenger lists, baggage tags and books descriptive of the vessels and service of the lines. The printing bills of the Hamburg-American and the North German Lloyd lines are respectively \$100,000 a year, and the bills of the other lines somewhat less.—*Ainslie's*.

**Don't  
Stand over a  
Red Hot Stove**

Don't make yourself and your house uncomfortable this summer with a stove that radiates the heat. Get a Detroit Jewel Gas Range and enjoy the comfort of a range that concentrates heat—does the cooking without heating the house—cooks and then cools—and keeps the cook cool.

**DETROIT JEWEL GAS RANGE**

**is always cool**

It is the greatest promoter of kitchen comfort—the greatest saver of kitchen labor; it does anything that a coal range can do, and it is more economical.

"Cooking by Gas," a valuable manual for housekeepers; contains about 200 new and original cooking recipes written especially for this book by Hartman Marston, Mrs. J. Lincoln, Mrs. J. McCall Hill, Mrs. Helen Armstrong, M. L. Clarke, E. M. Cullinan and others; sent free. Mention THE CHRONICLE.

DETROIT STOVE WORKS  
Detroit, Mich.  
Chicago, Ill.

Made in  
many sizes

A SUMMER AD.

## **The Man Who Did.**

A manufacturer of a well-known article was advertising quite extensively and decided, as a matter of comparison, to try the street cars in a certain city. He did so and now says that this kind of advertising paid him better than anything he had ever tried. And he knows, because there was a greater increase in the sale of his goods in that city than anywhere else. At the present time he is using nearly every line of cars in the country. Results count. Theories are all right until they collide with facts. Then they are all wrong. Street car advertising will produce results every time and produce them with reasonable quickness. We have been very successful exploiting the goods of our advertisers and have made money for them. We would like to do the same for you. Our system of street car advertising is popularly known as the kind that pays. And it does. Glad to quote rates or give any desired information—free, of course.

**George Kissam & Company,**

**253 Broadway, New York.**

### INSURANCE PAPERS AS ADVERTISEMENTS.

In *Insurance Topics* (Boston) for February, 1901, is an article by Mr. A. M. Mackay, editor of *Sunshine*, published by the Sun Life Assurance Company of Montreal, Canada, on "The Editing of a Company Paper," from which the paragraphs that follow are taken:

Constituency number two may be found among the "prospective policy-holders," or those who are familiarly known by the agents as the "prospects." Every agent who is wideawake has a book full of the names of men whom he expects at some time or other to get into his company. We may suppose that these "prospects" have been spoken to regarding assurance, and that they believe in it. They are get-at-able and more or less interested in assurance, but are "on the fence" as regards the selection of a company. Here is a chance for the editor of the company paper to scatter the best seed he has in his granary. This is his constituency to talk "company." He must throw his company into relief and show its excellent points over others, careful always to speak respectfully of all competitors, or better, not to refer to them at all directly. This is a large world, large enough for all; it is not good business etiquette for opposing companies to anathematize each other, for it generally works against the company that does it, as the majority of people always favor the abused. Almost every company excels in some particular points. It is well to make these points prominent. It is a waste of time to speak in general terms. Many companies make the sweeping statement that they are "the best in the world." John Smith, around the corner, advertises that he keeps "the best groceries in the city." Fourteen other grocers say they "keep the best." This rather neutralizes John's statement; it falls flat; is meaningless, and has no convincing power. The kind of statements that have weight with the "prospect" in life assurance are facts which can be sub-

stantiated by a reference to the government returns.

A prominent Canadian company I am familiar with has some points in which it leads the others. One of them is that it writes the largest amount of new business each year. Another is that it leads in premium income. There are other leading features, but these are enough for illustration. These two items, although of great interest to all, have special influencing value with the man "on the fence." They speak of popularity and prosperity, and somehow or other people are favorable to prosperous institutions.

The "prospective" class is open to receive the guileless bargain counter stories of assessment societies. To all such societies the company paper must be a sworn enemy, for it is to the people's best interests that it should be. The editor must be uncharitable enough to rank all of these schemes as a delusion and a snare, and he need not have any compunctions or conscience about it either, for the graveyard of the assessment societies shows enough interments to come in as evidence to indorse any statement he may make.

The third constituency outnumbers the other two. It is composed of a great unassured army and, sad to relate, they are deeply uninterested in life assurance. The whole business is to them a great labyrinthic unsolvable science, whereby—well, they do not know anything about it, and they glory in the fact. To them an assurance agent has hidden inside his patent leathers the fiendish hoof, and has all the other attachments necessary to be a counterpart of his satanic majesty.

When the editor of a company paper begins to feel that he has subdued all the people on the earth by his arguments he had better remember this great multitude. It may be discouraging work, but to the editor who believes in the "perseverance of the saints" it becomes a pleasure. The day is coming, let us hope, when the people will seek the company instead of the present arrangement, but until that

blessed day dawns the company paper will have to keep pounding.

What I have said refers only to the assurance matter in the paper. This part of it is not the most interesting to the average reader. There are a number of assurance agents, however, who are so full of life assurance that they think the paper should be filled up tightly with assurance items and nothing else. Then, again, there are others who think differently. Last spring I published in our paper what I thought to be a very timely and practical article on "The Care of the Bicycle." If the article was heeded it undoubtedly would have saved new riders many bruised limbs and would also have lengthened the life of their mounts. It was never intended to directly sell assurance, but rather to meet a large number of people on common ground with the hope that they would read the "clinching" assurance article following. To my horror one of our managers startled me shortly afterwards with this question: "In how many hundreds of years would an article, such as the one referred to, sell an assurance policy?" I have never had time to figure out this problem. He had the wrong idea—but prevalent idea, though—that nothing irrelevant to assurance should be printed.

A paper is not worth the staples that bind it if it is not read. To give it attractiveness it must have interesting matter apart from assurance topics.

I had an idea at one time that everybody thought assurance such

an important question that all were anxious to read everything relating to it, that business men would bring the company paper home with them, that after supper they would just revel in its contents. But I have learned that there is enough original sin in most people not to do this very thing.

#### IN FOREIGN MARKETS.

In this period of American trade expansion and the earnest desire of our manufacturers to enter foreign markets, American tardiness in making quotations of prices, freights, etc., is apt to cause the loss of much business. A correspondent to the *American Trade* of May 15, writing from Manila, comments very forcibly upon the shortcomings of American exporters in this direction. It should be borne in mind, says he, that the distance between our country and foreign markets is great, that incomplete catalogues necessitate inquiries which cause a considerable loss of time and that cable expenses are very heavy. English and German dealers, the correspondent says, are equipped with every detail to facilitate the prompt execution of orders, while the "stupidity of a large number of our manufacturers is almost beyond belief."

Catalogues for foreign markets should be written in the language which is the dominant one in the country. The illustrations should accurately illustrate and describe the articles offered. Prices, weights, measure, insurance, freight, etc., should be plainly stated. With these facts on hand, a buyer or importer is able to calculate very nearly the exact cost of any given article, inasmuch the rates of exchange are generally well known at important foreign trade ports.

Another important factor that cannot be overlooked without grief afterwards is the minutely accurate execution of packing goods according to instructions received. Singular customs prevail in this regard in some foreign markets, but there is always a good local reason for it and it's easier to supply the people with what they want than to educate them to what we think they ought to have.

C. J. ZINGG.

## THE STAR—ALL SUFFICIENT.

Frank P. Reeside, Secretary of the Equitable Building Association, one of the strong and popular financial institutions in Washington, furnishes this testimonial:

"One-half of our trade is with men. I do not believe it is necessary to use any other paper than the STAR to reach all the men and women of Washington."

**M. LEE STARKE, Representative** { New York, Tribune Bldg.  
Chicago, Boyce Building.

## GIVE THE AD MAN A CHANCE.

There are a great many of the middle-size department stores scattered through the country who hire advertising men when they really mean to hire office boys.

Their idea is to hire a man who is understood to be an advertising manager, compel him to do exactly as they wish and hold him responsible for the results.

There are only two alternatives worth considering. One is that the advertising man knows his business, in which case he should be given full sway and held responsible, or else he is incapable and should be bounced at once.

The following incident recently happened:

One of the largest department stores in Central Illinois had arrived at that point where an advertising man seemed necessary.

In the past it had gotten along without one, partly because the junior partner looked after the advertising and partly because one of the assistant bookkeepers was supposed to be able to write ads.

Through the failure of a large furniture house, this department store acquired a big furniture department.

The junior partner knew nothing about furniture, and, therefore, did not believe that he could write advertising for furniture. As a matter of fact, if he had known anything about advertising at all, he would have been just as well able to advertise furniture as he was to advertise other goods.

His idea of advertising, however, was to write down a purely technical description of the kind of dry goods with which he had been familiar from infancy, and put these little bunches of writing in little yards by themselves in various corners of the ads.

His ideal was a vast, shapeless, aimless, patchy sort of a creation which disfigured the paper, misrepresented the store, and which was neither pleasant to look at nor interesting to read.

The fact that the store had flourished in spite of this was due entirely to good management,

sharp buying and immensely large and varied stock.

When the company was confronted by the emergency of a new department, which no one in the office felt competent to advertise, an advertising man was engaged at a salary of twelve hundred dollars a year.

This doesn't seem a large salary, but to this company it seemed so much for anything so intangible as advertising work that they insisted that the advertising man act as floor-walker and do all the buying for the book department.

As it happened, the advertising man declined to be engaged at all without a contract covering the year.

Although the department store blustered and insisted that no man in its employ had ever had a contract in the past, in the face of the man's decided refusal to commence work without a contract, it reluctantly gave one.

The advertising man soon found that he was not expected to use his own ideas in advertising the store. He was expected to make the rounds of the store and get from each department a little bunch of the items they wished to advertise that day, paste all these little bunches on a sheet of Manila paper, following the same peculiar diagram that had been used in the past, submit the whole to the junior partner, who declined to have any of his pet ideas disturbed, and then carry it over to one of the newspaper offices and get it set up.

In spite of these restrictions, however, the new man managed to inject in the advertising some of his own personality.

In the out of town advertising he had full sway, and the best ads of the store appeared in the country papers.

He also founded a little monthly magazine which was almost entirely paid for by manufacturers and jobbers who sold goods to the store, and which proved a good advertisement.

He did all of these things the first month.

At the end of the month the

junior partner came to him and said that the thing had been a failure, and that they wished to end it by the end of the following week.

The advertising man stood for his rights. He asked the junior partner what he meant by saying that the thing had been a failure, and the junior partner naively informed him that there had not been that increase to their business which they had expected to justify the expenditure of so large a sum for an advertising man.

The advertising man pointed out that the business had grown in that month just as it had been growing from day to day. This was admitted, but it was said that the growth was simply the natural healthy growth of the business.

The advertising man wanted to know what the company expected. The company replied that they expected a really noticeable increase.

Then the advertising man said: "Do you think that if I could come into this store and in a month make such a change in this business that it would be as noticeable as you expect, that I would come to you and work for twelve hundred dollars a year, when I could get twelve thousand dollars from any big department store in the country? You hire an advertising man and you insist that he should do all of the work exactly your way, with as few changes of his own as possible. In spite of that, you expect him to revolutionize the business in four weeks. I do not feel that I have in the least failed in anything I attempted to do, and I am going to stand on my contract."

The junior partner, and, in fact, the entire concern, was amazed at this confronterry. It seems that the junior partner had made the contract with the advertising man without any authority from the other members, and he had been told to get rid of him.

He told the advertising man that if the latter insisted on staying, in spite of the disapproval of the firm, he would (to use his own expressive language) make his life in that store "hell on earth."

Nevertheless, the advertising man, who felt that he was in his

rights, declined to leave, and remained for eleven months more.

Now, these people insist that no outside man can know enough about the advertising of department stores to do them any good, and they are doing the work in the same old way as they did before, firmly convinced that their venture did not pay them.

If an advertising man is good enough to be paid a salary at all he is good enough to be allowed to earn that salary.—*Good Advertising.*

#### ROCK-PAINTING

Is a little less valuable, even, than fence-painting; for while the work is generally a bit more artistic in execution than the daubs on the rail fence, an increasing public sense of the vandalism that is in evidence, in disfiguring the face of nature for mercenary purposes, will react against the advertiser who makes use of such backgrounds; and this feeling of resentment, in the refined and sensitive element in the public body, is growing keener every year, as the general public advances in intelligence and culture.—Keystone.

#### SOUNDS SIMPLE ENOUGH.

The art of advertising successfully is simply the art of keeping shop successfully and letting a multitude know of it. Nothing more.

## *The Biggest \$1.00 Bargain for Retailers*

We have just published a book of Ready-Made Advertisements for retailers. It is 6 x 9 in size—elegantly bound—and contains about 500 specimen advertisements for almost every imaginable line of retail business. The ads are indexed and can be found at a glance. It tells about advertising, how to buy space, writing advertisements, typographical construction, borders and type, illustrations, etc. The specimen ads are adaptable to any line of business—they are thought stimulating and a practical help to every retail merchant. The preface alone is worth several times the price of the book, as it gives a comprehensive, money-saving plan for retail advertising. Book sent postpaid upon receipt of \$1.00. Address

Printers' Ink, 10 Spruce St., New York

## BY MAIL.

The best articles to sell by mail are such things as are continually used in big quantities by a large number of people—or such articles as are not generally introduced but are within reach of all so far as prices are concerned. It is far easier to do a profitable business by catering to a million people who use a certain class of goods, than by selling an article which is used by but 10,000 people. Every person eats, drinks and sleeps and wears clothes and jewelry, but comparatively few ride in or own an automobile. It is the same in the mail order business. You want articles which are in constant demand—articles used by the masses.

At the same time there are few things which are not nowadays sold by mail.

The amount of capital required by the prospective mail order dealer depends upon the character of the enterprise in contemplation. The little fellow often starts with ten or fifteen dollars. He does not intend to live upon this business from the start, but operates it as a side issue. When it expands, he expands. The big fellow may require hundreds or thousands of dollars, according to the magnitude of his plans.

The best way to advertise a legitimate business of this character is in the big daily and Sunday newspapers, high-class magazines and weeklies.

The "free" offers should go into the very cheapest mediums. Such publications are easily recognized at sight.

Experience is a great teacher and will guide the average starter if the services of an advertising agent are not available.

It is a very simple thing to get an advertisement inserted in a newspaper. But it is always advisable to put the advertisement in a paper which enjoys a wide circulation. For instance, the rate in the New York Sunday *Journal* may be (and is) four cents a word for one insertion. If your adver-

tisement measures forty words it costs you \$1.60. Send in the money and the copy and wait for replies. If you do not get returns your advertisement or the paper or something is wrong.

If you prefer display, one inch costs you about \$7.70, two inches \$15.40, etc.

Largely circulated papers like the *Journal* bring replies from Canada to the Gulf and from Maine to California. The more of these widely circulated papers used the more replies will come in.

—*The Advisor.*

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Wanted—Males.

本公司宜用華人五百名經面談頤比珠處  
戲弄兼演上日各國興唐山事戰之爭很本年西  
歷六月廿日起每晚七点半鐘演至九點鐘工價  
極高如有華人欲來者請到門牌二十二相布丁女  
街一向便知

代理人  
的殊諸聘請

THIS is probably the largest foreign "Help Wanted" ad ever printed. It was run in a recent Sunday issue of the *New York Sun*, and is, according to the business staff of that eminent journal, an advertisement for Chinamen to take part in one of Paine's firework spectacles.

## WINDOW TRIMMING AND SHOW CARDS.—III.\*

By L. National Krakow.

What retail merchant has not had his troubles when it comes to window trimming and show cards? The worst is to get a good window trimmer and card writer. There is by far a greater demand for this profession than the supply. The trouble is that there are thousands who claim to be window trimmers and card writers, but when put to the test, fail to reach the mark.

That is one of the reasons that we continually notice in the classified columns of the dailies, want advertisements for window trimmers and card writers. The up-to-date merchant realizes the full value of his window and tries to get somebody that is able to demonstrate to the passing public that his window is worth looking at. The show window tells the public what can be had inside and the show cards tell the story as to its quality and cost.

The cards for ordinary use are



CARD No. 1.

those that can be shown in the general run of business, in that

\*The previous articles in this series appeared in PRINTERS' INK of May 8 and June 5.

we do not include opening displays or Christmas and Easter show



CARD No. 2.

cards. The card that generally proves to be a business bringer is one that tells its story in a very few words.

Cards with subjects on them are being used to a great extent. They are called subject cards and have the same relation to a show card as a cut to the reading matter in an advertisement. The American public dearly loves illustrations and demonstrations, and it holds good with show cards. Thus if you, Mr. Retailer, purchased a quantity of half hose, lisle silk, that you could afford to sell at 25 cents, regular price 50 cents, you would place these goods in your window and a card in the center of the characters of cards No. 1 or No. 2.

They should be placed in the center of the window, close to the glass, so as to occupy a conspicuous place. One card like this is enough, providing it is a solid show, as too many cards are just as bad as not enough.

On the other hand, if these goods had cost you more money and you wanted to make them a leader, you could illustrate it with a card, like card No. 3.

The price mark is the silent

salesman and the window counter from which he sells his goods. The window displays will help to sell the goods in the same way as a salesperson would, and to do this successfully, you must put the right kind of cards on display as you would put a good salesman behind your counter. This is an essential point.

In making up your order for show cards, you must first consider the kind of cardboard to be used. Six-ply R. R. (railroad) is the best for small cards and gives entire satisfaction. This ply can also be used for larger cards, but for cards over  $11 \times 14$  inches I would advise you to use 8 or 10-ply, as they are not apt to curl and bend as the lighter weight would.

If you are making a very choice showing in your window, a white card with a gold beveled edge is just the thing and can be had in all sizes. Gray is also a rich color for this kind of showing, and if made up as shown in the card No. 4 it would be a winner.

As you can see by the cut, this card is mounted with a beveled

price marks, a very small ticket should be used. The lettering if done with a pen will give the best results for letters up to one inch



CARD NO. 4.

in height. Avoid shading as much as possible, as the main point is to have the cards looking plain so that they can be easily read. The reading should start in the upper left hand corner and the body of the advertisement set in the center of the card, leaving plenty of margin on all sides so as to form a contrast between the black lettering and white card.

In choosing colors for cardboard for sales, etc., red, yellow, green and blue are the most attractive and best suited. The red and blue cards should be lettered in white and the green and yellow cards with black.

Small cards describing the different styles of hose are exemplified in card No. 5.

On the stripe effect "King Edward," on the plaids "Duke of Edinburgh," on the dots "Wall Street Drops," on the plain colors "American Fads," are the terms to be employed.

The trouble which then arises with the merchants is when one tries to get a card of this sort made by an amateur. It falls short of accomplishing its purpose, as the letters are poorly shaped and the illustrations are of such a character as to almost need a description to tell what they are, and naturally the value of the card is lost.

It has been known where merchants made a success by using common brown butchers' paper.



CARD NO. 3.

mat and has a gold embossed monogram in the upper center. The size is .18 inches on all sides.

In ticketing shoes or hats with

That again would come under the heading of a sale card.

One of the newest cards that has come under the notice of the writer is shown in card No. 6. It is red cardboard 14x20 inches, mounted with a mat of fawn colored cardboard with a beveled edge. The pointed oval is trimmed so as to give it the appearance of a fringed card—a Parisian effect, so to speak—and filled in with Brazilian gems. "They're gems, all of them—our white shirts, \$1.00 each," is done with white letters, the heavy part with a brush and the fine lines with a pen. Of course, a card of this sort would be out of place in a sale window.

Whenever possible, try and avoid having your window dressed during the day, as you are naturally losing trade, owing to the store being more or less upset by the salespeople's attention being divided or diverted.

The large department stores of the country dress their windows between 6 p. m. and 8 a. m. whenever possible. They state that it is cheaper in the end and more satisfactory.

Never neglect to have your glass cleansed so that you can see yourself in it, and always be sure that the edges around the glass are well cared for, so as to make the window dust-proof.

A card that will be a big success during the coming season is one like card No. 7.

This card is being made in New York City, the home of good show

one subject card like the ship mentioned is sufficient, providing price marks are placed in the window.

A card of this character made by a competent card writer will



CARD No. 6.

greatly add to the display. Have you ever noticed a merchant's window which is full of cards that were made with a rubber stamp? They take away the richness and neatness of the show. It would be better to place one card which is attractive in your window than ten which would deteriorate the quality of the goods displayed.

The cost of the cards is such a minor affair in the general run of business that it is worth while having a card writer who makes it his business to originate bright cards. It is possible you may find some man in your own city. The progressive merchant has found out that he owes a great deal of success to his show windows and to the novel ideas and neatness of his show cards.

PRINTERS' INK is teeming full of bright sayings for show cards and can inform the retailer just what houses he may get in touch with if he wants any particular class of work.

I also advise the use of show figures, but let them be always fresh and new. It costs so little



CARD No. 5.

cards, and can be had at a reasonable figure.

Now, while I advise the placing of show cards in windows, I do not mean for the reader to fill it with them and nothing else. For

to have them retouched at the opening of the season and it makes a world of difference in the display of your wares.

Some of the largest and most successful firms in New York City where they have five or six windows, make it a point to dress one window every day. Of course this is not necessary in a store with only one or two windows, but it is absolutely necessary to retrim your windows once a week.

The oftener you can change your window and show new goods the better it is. By changing your windows often, you avoid soiling



CARD No. 7.

goods which are apt to become shopworn from dust and sun. You should impress the public that you are continuously getting new stock in and that you must be doing business, otherwise you could not afford to keep buying new goods, that your styles are up-to-date. Then are your show windows and show cards a success.

#### ECONOMY.

Economy in advertising means good management. It has nothing to do with the amount of money expended at all. The expenditure of ten dollars may be the most reckless extravagance; the expenditure of ten thousand dollars may be an economical expenditure. The result is what determines whether or not money is economically spent.

#### DISTRIBUTION OF BREAD.

During a recent week the house-holders of an English town, to the number of 5,000, were the recipients of free sample loaves. The Hovis Bread Flour Company considered that one of the best means of making known the properties of their bread was to make a free distribution to a large number of probable customers. The gentleman in charge of the work said that in only one other place has a distribution of bread by the Hovis Bread Company been made. This was in Liverpool, where 10,000 loaves were recently given away. Each loaf weighs about eight ounces. After being baked in tins, which leave the usual "Hovis" stamp upon the bread, each loaf is placed in a cardboard box, with a pamphlet explaining its virtues and qualities, together with a list of local bakers who supply it. The Hovis Company do not bake the loaves themselves; they merely supply the flour and the tins in which the bread is baked. Any customer may, in fact, purchase the flour if he or she wishes to make Hovis scones, rice cakes or other dainties. When the loaf has been placed inside the box the latter is neatly wrapped in brown paper, and the name and address of the householder for whom it is destined is typewritten and attached to the exterior. Two men with a van then distribute the bread from house to house.—*Bakers' Helper.*

#### AII SIN'S SIGNBOARDS.

Large and attractive signboards (says Invention) are a great feature of Chinese shops, and present a strange mixture of the flowery literature of the land and the advertising instinct of a commercial people. A few samples will illustrate their general character: "Shop of Heaven-sent Luck," "Teashop of Celestial Principles," "The Nine Felicities Prolonged," "Mutton Shop of Morning Twilight," "The Ten Virtues All Complete," "Flowers Rise to the Milky Way." In these signs we see that the Chinaman can combine the soul of a poet with the pocket of a showman. Carlyle quotes a Chinese signboard, "No Cheating Here," "Good and Just According to Heaven" ought to satisfy the ideal notions of the author of "Sartor Resartus." A charcoal shop called itself the "Fountain of Beauty," and a place for the sale of coal indulges in the title of "Heavenly Embroidery."

#### ROUND FIGURES.

The people of Chicago—nearly two million of them—according to Uncle Sam's counters were only 1,698,575. But Chicago with its characteristic progressiveness prefers to use the higher round figure—2,000,000 people.

The number of copies of the Chicago Daily News sold each day is nearly 300,000 papers.

The cat may have nine lives, but that is nothing when compared with the number of lives of some men—sold only by subscription.

If they're DURO  
they're durable

FINE FOOTWEAR

## Seeing his finish.

SUPERB FINISH. GREAT STRENGTH. SOFT AND FLEXIBLE.  
**NATIONAL CALFSKIN CO.,** A. C. LAWRENCE LEATHER CO.  
 Distributors, Boston, Mass.

designed by R.C. Sanborn Boston.

A PRETTY TRADE ANNOUNCEMENT.

## THE ELOQUENCE OF THE PISTON-ROD.

No man can stand near the engine-room of a big steamer and watch the piston-rod working without a feeling of admiration.

Quiet, concentrated energy; methodical, unemotional and irresistible.

That throb is not only a symbol of movement, but also of progress.

Since the days of Hercules all peoples have in one form or another unhesitatingly and frankly expressed their admiration for the man of successful energy—for the man with quiet, forceful ambition.

The jumping little tugboat, the very symbol of nervous energy, arouses a feeling of interest, but not of admira-

tion; the playful kitten is pleasing to the eye, but is far from arousing a feeling such as is inspired by the quiet, pushful dray horse. No advertising campaign is enduring in its success unless accompanied by quiet, methodical energy.—*Our Wedge.*

## PASSED.

The time has passed for the one-time fake advertiser to make any money in the mail order business. Mail order advertising has become as legitimate, if not really more so, than any other class of advertising.—*Nichols' Monthly.*

THE wills of great men oft remind us that advertising is the secret of success.

## NOTES.

*Collier's Weekly* of June 22 contains an article on "Our Business Outlook with Cuba," by Senator Thurston.

CHAS. J. BROOKS, of the San Francisco *Chronicle*, sends abroad as an advertising novelty pairs of sleeve protectors, with his compliments. They are both pretty and useful.

THE Page-Davis Method of Advertising Instruction, of Chicago, Ill., has now an established branch office at 150 Nassau street, New York, Room 1410; and also a branch in London, England, at 195 Oxford street.

THE editor of the *News*, of Chula-Mo., prints in his issue of June 13 the following: PRINTERS' INK is the only publication which comes to this office which is read from "kiver to kiver." It's a crackerjack and no mistake.

"The Student's Story: a Record of Success," is a bright booklet containing the portraits and views of those who claim to have obtained benefit through the personal mail instructions, etc., of Mr. E. St. Elmo Lewis, of Philadelphia.

"The Law of Promissory Notes, Drafts, Checks, Etc.," by Prof. Tompkins, of the New York University, is issued in a dainty little edition by the Business Publishing Company, of 150 Nassau street. It summarizes plainly note difficulties with which business men often come into conflict.

THE *Advertiser* (New York) claims that the *Trade-Mark Record* of New York possessed a list of over one hundred thousand registered trade-marks and has secured in addition thereto a list of all the trade-marks registered in the United States Patent Office up to this time—numbering thirty-eight thousand more.

ONE of the interesting out-of-the-rut speakers at the silver anniversary of the Connecticut Pharmaceutical Association, at the Branford Point House, on June 11th, was M. P. Gould, Associate editor of the *Druggist's Circular* of New York. Mr. Gould made a rattling speech on "The Business Side of Pharmacy," in which he threw some interesting side lights upon the modern drug business.

"THE Book of the Wilkes-Barre, Pa., Daily Record," issued by the publishers of that paper, is a handsome brochure, conspicuous for plain and well presented statements of facts regarding the *Record* as an advertising medium, particularly in geographical advantages, etc. It is compiled by Chas. S. Patterson. The pages embrace verbatim testimonials from a large number of home advertisers, rate cards and circulation statements.

THE Los Angeles (Cal.) *Times* has in contemplation an edition in which Arizona is to be described, "to contain only such matter as pertains to the resources and description of Arizona, and not intended as an advertisement of individual interests or personal heroic deeds of individual citizens at so much per inch. It is to be strictly a news

edition—such news as Arizona wants spread broadcast throughout the East, West and everywhere."

THE most accurate and reliable instruments of navigation are essential to the speedy and profitable conduct of a modern ship. Riggs & Brother, nautical warehouse, 310 Market street, a firm engaged in making and selling nautical instruments for eighty-one years, have published an interesting illustrated booklet on this subject. It is 4x9 inches in size and contains eighteen pages, and excellently arranged. If a better quality of paper and ink had been used it would have added to its good qualities.

THE *Insurance Press*, a weekly newspaper for insurers and insured, published at 120 Liberty street, New York, gives in its issue of June 12 a detailed tabulation of life insurance payments in 6,200 cities and towns in the United States and Canada during the business year of 1900. The amounts range from thousands to tens of millions—nearly one million dollars were distributed every business day. One hundred and sixty-seven cities received from \$100,000 to \$18,000,000. This tabulation is novel and interesting.

CHAS. A. STEVENS & BROS., ladies' outfitters, of 111 to 115 State street, Chicago, Ill., used the American Derby to be run near Chicago on June 22 as a means of getting business. They distributed a lithograph in natural colors called "Off for the Derby," and accompanied it with a circular telling what could be purchased at their "Special Derby Display and Sale" then in progress. The picture represents a group of gaily dressed women, presumably fitted out by them, seated on a tally-ho, ready to start for the racing grounds.

A STRIKINGLY handsome and well written folder named "The Crawford Shoe in Harlem," advertises the Crawford Shoe for men and women. It states that the Crawford Shoe has changed hands that new owners with new capital and new methods are now in control; that the old Crawford Shoe was good—the new Crawford is better. Prices and halftone cuts of the priced goods make a good argument complete. The folder is in light gray, the front outside page is adorned with a wash-drawing of a stylish woman. It was printed by the Winthrop Press, New York.

THE figures of the Treasury Bureau of Statistics show that the exports of tin plates from the United States, which in the ten months ending with April, 1899, amounted to only 183,955 pounds, and in the ten months ending with April, 1900, to 275,990 pounds, were, in the ten months ending with April, 1901, 1,306,100 pounds. In imports of tin plates the figures for the ten months show a material decrease as compared with the quantity imported during the same period of the preceding fiscal year, being 98,609,722 pounds, as compared with 123,598,733 pounds for the ten months' period of last year.

THE Sunlight Life Assurance Company, of Montreal, Canada, has pub-

lished a series of booklets and folders on life assurance, convertible endowments, guaranteed incomes and the investing of money in 5 per cent gold debenture bonds, which rank very highly as advertising specimens. They are written in plain business language and not more figures are used than are necessary to demonstrate the statements. There are seven booklets and each is an argument of its own. The booklets are  $3\frac{1}{2} \times 6$  inches in size with tasty covers, illustrated and plain type covers in different colors. Their mechanical arrangement is excellent.

THE Policy Holders' National Union, 521-524 Manhattan Building, Chicago, has published a brochure that contains a clearly defined statement of its service and its expense to subscribers. The book is  $6 \times 9$  inches in size, contains thirty pages and can justly be called a sample of the printer's art. Each page has wide margins and ornamental borders in two colors which inclose the text in clear type of good size. Two fine halftones illustrate the legal and reporting departments of the concern. The cover is artistic, light brown paper and design in yellow, black, brown, green and light blue. It was designed, engraved and printed by Hollister Brothers, of Chicago.

"Will Buffalo consume the city of Niagara Falls, or will Niagara Falls consume Buffalo, or will they eat each other up?" asks Rollin Lynde Hartt in May *McClure's* in his story, "The New Niagara." The writer tells an interesting story of the growth and wonderful possibilities of Buffalo and her smaller sister cities, one, he says, to the gift of Niagara, as the waterfall opened up an era of electricity, and he predicts their ultimate consolidation as Greater Buffalo. Continuing he says that the twentieth century metropolis (Buffalo), thirty miles long, with Buffalo harbor for its port, an over-netting system of trolley lines for its future avenues, a world-famous cataract for its park and unlimited electrical energy for industrial power, needs nothing to-day but a populace, a populace of 3,000,000, to eventually make it the greatest city in the world.

THE "Practical Colorist," compiled by Frederick M. Sheldon, in an imperial 8vo. of 238 pages, price \$8, issued by the Owl Press, Burlington, Vt., gives in a thorough manner the technique of harmony of color, yet so simply as to make both interesting and instructive reading of the whole treatise on theory and practice of color effects in profitable printing. Among the subjects treated at length are Color Laws, Color Modified, Harmony of Colors, Harmony of Type, Cause and Effect, Mixing Inks, Overcoming Trials of Pressroom, Embossing, Make-ready, Rollers, Electricity in Stock, Colors in Job Work, Colors in Newspaper Work, Three-color Process Work, One, Two and Three-color Work, Illustrations and many other striking effects possible on good job and book work. A large number of beautiful examples of color and display work are given.

THE Cleveland *World* endeavored to

increase its want ads by means of a cash prize scheme whereby anyone leaving a want ad stood a chance to win a dollar if the ad happened to be the tenth one left that particular day, or if on Sunday it chanced to be the middle one among all published, the one sending in the ad would get five dollars. Another competition was that fifteen dollars divided into eight prizes were distributed to the persons picking out the superfluous letters scattered through the want ads and assembling them so as to form the name of some well-known citizen of Cleveland. The answers as received were stamped and consecutively numbered, those having the numbers selected winning. The scheme was short lived. The postoffice department notified the *World* that the prize offers were a violation of the postal laws, and that discontinued them as effectively as an edict of a Czar.

#### WATER COMPARISONS.

Like the continuous dropping that wears away the stone, systematic advertising in an artistic way, day after day, year in and year out, becomes part of the reading matter of the great newspaper. "You never miss the water until the well runs dry." Newspaper readers do not know, perhaps, how much entertainment and benefit they get from the advertising columns until they think about it. Then they realize that all these merchants who, day after day, talk to them through the newspaper columns are their friends and acquaintances, and they act accordingly.—*Bay City (Mich.) Tribune*.

## THE SIXTH PRINTERS' INK SUGAR BOWL.

### What is the Sixth Sugar Bowl?

It is a sterling silver Sugar Bowl, made by Tiffany, properly engraved and put into a case befitting its character.

### For what is it to be awarded?

It will be awarded by PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, to that trade or class paper which, all things considered, best represents its constituency, thus making it the best of all the trade or class papers.

### Why is it called the Sixth Sugar Bowl?

Because five bowls have already been awarded to the newspapers in various sections of the country that best represented the regions in which they circulated. The Sixth is for the best trade paper.

### Who can compete?

Every trade paper that thinks or asserts that it has a fair chance to win.

### When does the competition close?

That has not been decided, but the date may be an early one. The earlier points of excellence are set up and sent in, the less chance there will be of losing the prize by procrastination.

## PRINTERS' INK.

## NEWSPAPER ETHICS IN OHIO.

Office of  
**ROTH & HUG,**  
 Prescription Druggists,  
 CANTON, Ohio, June 4, 1901.  
*Editor of PRINTERS' INK:*

The enclosed clipping\* of the May 22 issue of *PRINTERS' INK* is more or less amusing to us in view of the following facts:

The advertisement referred to appeared in the *News-Democrat*, of this city, for the first time under date of May 8, 1901, and under the firm name of J. L. Maurer & Co.

The advertisement referred to was written by Mr. H. H. Ink, our predecessor, and the well known proprietor of Tonsiline, which is advertised the country over in the newspapers, at our request and for our express use.

We used the advertisement for the first time in Canton in the Sunday *Repository* under date of April 28, having it set in double column, five inches. Not enough space was used to permit the proper display, with the result that we were dissatisfied. At the solicitation of the *Repository's* advertising manager we ordered another insertion on Tuesday, April 30, and allowed him to arrange the display and appoint the space appropriation. The advertisement then came up to our idea, and, incidentally, brought us ample returns. You may imagine our surprise at seeing the advertisement reproduced in the *News-Democrat* on May 8, under the name of

named had inserted the advertisement at the solicitation of the *News-Democrat*.

Back of this there is a story—one which may be read with interest by local and foreign advertisers of the *News-Democrat*. We have no contract with the *News-Democrat* for advertising space, nor have we had for some time past, our newspaper appropriation being devoted almost exclusively to the *Repositories*. We have been approached repeatedly by the *News-Democrat*, but would not contract for space, as we could not see in it a business proposition that would net us returns that would be commensurate with the expenditure, and for these reasons: According to the *News-Democrat's* own detailed, sworn statement, as published in the American Newspaper Directory, their daily circulation amounts only to 2,778, this being their actual average for one year ending with October 10, 1900. Their detailed, sworn circulation for the *Stark County Democrat* (weekly) for the same period, as published in the American Newspaper Directory, is 2,108. On the other hand, the evening *Repository's* detailed, sworn circulation for one year, actual average, ending September 1, 1901, as published in the American Newspaper Directory, was 6,563. The *Canton Repository* (weekly) detailed and sworn circulation, as published in the Directory, for the same period, was 4,316, and the Sunday *Repository's* circulation, detailed and sworn, actual average for the same

## You Must Trust Your Druggist.

There are so many things about drugs and a drug store which require years to learn.

You cannot be expected to know very much about many of these matters.

It is your druggist's business to know, and to know surely and positively, all about the drugs he sells. If he does not know, it is his fault and you should hunt for and trade with some one who does know.

Our business is Drugs, and we claim to have thoroughly mastered the details of this business.

We are exerting every energy to run our Drug Store as you would like to see one run, if you knew all about drugs and drug stores.

Almost every one would like to patronize a drug store where they know these conditions prevail. Many people are not sure they know of such a drug store.

To deserve and get your entire confidence, when it comes to a master of drugs, is our highest ambition.

We ask you to trust us.

This point gained, we know we can depend on your drug wants being supplied at our store.

It is indeed gratifying to be able to say that our efforts are being amply rewarded.

Our rapidly increasing general business and especially the fact that our Prescription business is showing remarkable gains, is clear proof that an earnest, honest, intelligent effort seldom fails to bring a prompt reward.

## ROTH & HUG,

Prescription | 333 East Tuscarawas St.  
 Druggists, | - Telephone 397.

J. L. Maurer & Co.—copied in detail, even to the manner of display and amount of space used. Upon investigation we found that the druggists

\**PRINTERS' INK* for May 22, page 42, may be referred to. It was a reproduction of the advertisement which is reproduced in connection with this letter.

period and as published in the Directory, was 7,954. Canton's population is about forty thousand, although the recent census gives it but little more than thirty thousand within the city limits. We figure that the *Repository* covers the field as thoroughly as it is possible for any one paper or half dozen papers to do, and therefore that it

would be folly for us to divide our appropriation. To further show our grounds, the *Repositories*, according to more recent detailed, sworn circulation statements, show a substantial gain over all former averages. These gains have been almost a matter of course for five or six years.

After the *News-Democrat* had printed our advertisement for the Maurer Co., our Mr. Roth sought out Mr. James

our business unsuccessful; that his paper was for the purpose of making money for those who would advertise in it, and to keep from earning money those who would not. He said we could not now buy *News-Democrat* space for love nor money; that he would insist that foreign advertisers of proprietary medicines should not advertise us as their agents; that such contracts as were now in force with such firms be

## • You Must Trust Your Druggist. •

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We are exerting every energy to run our Drug Store as you would like to see one run, if you knew all about drugs and drug stores.

Almost everyone would like to patronize a drug store where they know these conditions prevail. Many people are not sure they know of such a drug store.

To deserve and get your entire confidence when it comes to a matter of drugs, is our highest ambition.

We want you to trust us.

At this point gained, we know we can depend on your drug wants being supplied at our store.

It is indeed gratifying to be able to say that our efforts are being amply rewarded.

Our rapidly increasing general business, and especially the fact that our Prescription business is showing remarkable gains, is clear proof that an earnest, honest, intelligent effort seldom fails to bring a prompt reward.

### J. L. MAURER & CO.,

Prescription Druggist.  
223 S. Market.  
Tel. 12701.

C. Dietrick, the proprietor of the *News-Democrat*, and made inquiries as to why he had pursued the course as indicated above. His replies, in substance, are as follows: He said we had continually refused to advertise in the *News-Democrat*; that we had expressed ourselves in a manner that was derogatory to that paper's interest (which is not true), and that as a penalty for this he would use every means to make

cancelled at once unless our names were dropped. He also said the advertisement referred to would be sent to a leading advertising journal for comment. We hope we may receive the credit due us as "owners" of the advertisement.

We are willing to make affidavit to any statement contained in this letter, if necessary. Yours respectfully,

ROTH & HUG.

#### IN BOSTON.

146 Franklin St., Boston.

*Editor of PRINTERS' INK:*

In the advertising spaces of the new elevated street railway system of Boston, I consider that the Paine Furniture Company has secured the best effectiveness in its position and wording, which have the look of "authority" as one glances up at them, boldly lettered and placed at either end of the cars. They read thus:

LEAVE THE ELEVATED  
AT BAYMARKET SQUARE,  
Subway Station.  
The nearest point to PAINE'S FURNI-  
TURE CO.'S. NORTH.

While the road and its methods are new, people are looking about for information, and reading all notices which indicate authority to inform the puzzled passenger. Thus is it that Paine's ad strikes strong.

CLIFTON S. WADY.

#### ADVERTISING FOUNDATION.

Sound horse sense is the best foundation an advertising man can have. Add to this an ability to write in plain, straightforward business English what he thinks, and you have an equipment that the most successful have not done without. A business experience gained in the counting room, on the road, as a clerk, stenographer, bookkeeper, cashier or in any other position where contact with business men, methods or people generally has given a man a knowledge of life and business, will be a tremendous advantage over the man who, having the mere ability to write, lacks the actual contact with the vital experience of business. The man who has gained his experience in an obscure country store is just as fitted to reach beyond his surroundings and become a maker of business, as the man who has manipulated thousands of dollars as the head of a business giant.—E. St. Elmo Lewis.

## SIXTH SUGAR BOWL.

"BAKERS' REVIEW."

Official Journal of United Master Bakers of America; N. Y. State Association of Master Bakers.  
Office, Park Row Building,  
NEW YORK, June 14, 1901.

*Editor of Printers' Ink:*

I desire to enter the *Bakers' Review* as a competitor for the souvenir cup which you are to give to the best trade paper.

The *Bakers' Review*, unlike some other so-called trade publications, confines itself exclusively to the interests of the baking trade, and represents those interests fully. It does not concern itself with questions of politics, religion or social reform, but prints every item of news of value to bakers in their business. It prints the best recipes, the fullest information of the trade organizations, and the latest intelligence concerning the development of the trade in America, Europe, and even Asia.

In its editorial policy it advocates the expansion of the trade, along the most progressive lines, the use of machinery, and the equipment of bakeries with the most sanitary appliances. At the same time it defends the trade against unjust legislation in the interest of its enemies.

The *Review* is published in the belief that there is no reason why a trade paper should be either dull or ugly. I endeavor to make it an art publication, a thing of beauty and a joy forever.

I make liberal use of cuts in illustrating special articles. I try to relieve the articles of weighty import with others of lighter texture, but keeping always in view the fact that this is a bakers' paper.

The *Bakers' Review* is the official organ of the New York State Association of Master Bakers, and is the special champion of the retail bakers everywhere.

I claim that it is the best, the handsomest and most progressive bakers' paper published in the world. It is the only bakers' paper printed in both English and German, and may add that it also has a Spanish edition, with a circulation in the West Indies and South America. Yours truly,

BAKERS' REVIEW PUBLISHING CO.  
Per Emil Braun, Editor.

NEW YORK, June 19, 1901.  
*Editor of Printers' Ink:*

As a disinterested outsider I wish to suggest that the Sixth Sugar Bowl be awarded to the best trade paper—the *Scientific American*. I have heard it said that the *Scientific American* does not come in this category, that it is distinctly not a trade paper. If this be true then what kind of a paper is it? I claim that it is a trade paper. The title page says it is "a journal of practical information, art, science, mechanics, chemistry and manufactures." And so it is. As such it is read by more persons engaged in these varied trades than is any other distinctive trade paper. It may be said to be the official organ of the Patent Office, and what trade is not interested in the newest patents and decisions affecting their patent rights? It reaches over twenty

thousand persons engaged in scientific and mechanical trades. Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. It is clear, intelligent and interesting and deserves the high place it holds in the hearts of its readers. That it renders good service to the advertiser is evident from the large number of advertisements in each issue. Summing it all up I would state that the *Scientific American* is a trade paper, one of the best, if not the best, in the country, and for these reasons should be awarded the Sixth Sugar Bowl. WM. KENSETT.

## COURTESIES PAY DIVIDENDS.

The small courtesies of business are worth their weight in gold. A polite acknowledgment of a favor shows appreciation and cements friendship. A word of commendation for conscientious work brings more of it. Taking time to be cordial, even when there is no immediate profit in sight, is an investment never lost. I remember a manufacturer upon whom I called in New York. I told him there was nothing he could sell to me then, and perhaps there never would be, yet he invited me to his private office, where we had a pleasant ten-minute smoke and chat. He impressed me as being a thorough business gentleman, and it has since been a pleasure to me to send my friends to him and to place considerable business with him myself.—*Saturday Evening Post*.

## PRICE FOR PREFERRED POSITION.

It might almost be laid down as a general rule that when you can get preferred position for one-tenth additional cost, you want to buy it—at once. Preferred position charges are usually fifteen to twenty-five per cent. So ten per cent is cheap—any place.—*Good Advertising*.

## ILLUSTRATED BUSINESS PHRASE.



"IT WILL PAY YOU."

**ADVERTISING OUT OF PLACE.**

Advertising is all right in its place. Opinions may differ as to its place, but we question whether good taste can approve a species of advertising which forces commercial enterprises upon the attention of a worshiper engaged in singing praises to God. Recently several enterprising publishers have been offering to furnish Sunday schools with new song-books free of charge, the cost thereof being provided for by several pages of advertising secured from local merchants and paid for by them. There are two distinct aspects of this matter, one of which was forcibly discussed in "Random Notes" some time ago under the title of "Religious Hold-Ups"—the lowering of the church's dignity and self-respect which is likely to come from soliciting advertising or other favors from reluctant tradesmen. This objection would not hold when the advertising is voluntarily offered or gladly purchased by business men on a business basis. The other objection is more fundamental. A company of children assembled for Sunday school study, or a congregation of adults gathered for prayer meeting or for formal worship, is, even under the best conditions, hard to bring into worshipful mood; thoughts of everything save divine truth are passing through the minds of old and young. It is the earnest endeavor of the thoughtful pastor to devise methods of centering attention upon the service of devotion—by selection of appropriate hymns, by prayer, and where practicable by such external means as pictures, stained glass windows, scripture sentences upon the walls, etc. Is it not, then, a most short-sighted economy to save a few dollars by placing in the hands of the people, to be idly stared at when the mind wanders, announcements of dry goods, groceries, patent medicines, dentists and liverymen? Should the advertisements be of a sensational or humorous nature the harm is increased. We do not base our objection upon the ground of irreverence but upon that of incongruity—the psychological blunder of trying to cultivate the religious emotions by songs bound up with the praises of pills and soaps and bath-tubs.—*Chicago Standard.*

**QUITE SO.**

A well known mail order man has said that if he was a young man going into business and had only \$500 to start on, he would spend at least \$200 of the amount in advertising. "For," he argues, "who on earth would know where I was, or what I had to sell, if I did not advertise to tell them?" The gentleman in question has built up a very large mail business through advertising and knows whereof he speaks.—*The Schemer.*

**DUE TO ADS?**

The electrical displays used by our merchants for advertising purposes do much toward making Indianapolis appear what she is—a city of the first class.—*Indianapolis (Ind.) Weekly.*

**A PLEA FOR THE BULLETIN.**

If any product has been, and is still being thoroughly advertised in different ways, and it is desired to keep its name constantly before the public, what better way is there than by a well-painted bulletin, located in a prominent place? An advertisement in a newspaper or magazine, as a general thing, lasts no longer than the publication is current. A poster advertisement lasts as long as the poster lasts. Some advertisements live longer than the medium by which they are given to the public is current, but a good sign advertisement outlasts them all. Let us look at the difference in price between a bulletin and an advertisement in a local newspaper. For instance, an ad in a local newspaper costs \$5, one insertion; that is, for one week. Now, for \$5, a painter can put a 5x10-foot ad on his boards, and maintain it for three months. Such an ad may be painted and fairly lettered in a day. Allowing 50 cents a month for rent of space, leaves the painter \$3.50 per day for his work. Which, does any one think, would be the more profitable—a \$5 ad in a local newspaper, circulation not over a thousand, on an average; or, painted on the boards in a conspicuous place, where everybody may see it? Which one would you prefer, if you were going to advertise?—*Painters' Magazine.*

**TOO HARD.**

Many an old non-advertising house depends for business upon a prestige that must eventually give way under the weight that is put upon it.—*Albany (N. Y.) Times-Union.*

## Sea-Sick?



**TUTUILA** is distinctively a scientific remedy for seasickness. It gives complete relief in four to eight hours. Is endorsed by physicians and the traveling public. Absolute cure guaranteed, or money refunded. At druggist's, or mailed to any address on receipt of \$2.00. Send for free circular.

KENSINGTON CHEMICAL CO., • Boston, Mass.

In the original cut the woman looked as if she was suffering just a bit, the captain not at all. In the reproduction herewith both seem very ill. Which ad was best?

## FRANK A. MUNSEY.

In the April issue of a contemporary appeared the following criticism of Frank A. Munsey:

"Munsey's March cover is uninteresting to the general public, who care not a straw whether there are 660,000 subscribers to the magazine or 660. Such a cover interests advertisers only. If Mr. Munsey had stated that the March issue contained 660,000 love stories, 660,000 lachrymose verses, 660,000 smiling actresses or 660,000 grand old men, the general public might have become interested and more copies would have left the news-stands. Anyway, Mr. Munsey is running his signed cover statements into the ground. The first made an impression, because it was unusual, but now he is overdoing it."

The above article caught the eye of an old-time advertising man and he made the remark that he guessed Munsey knew about what he was doing. It also stirred up a little reminiscence of Mr. Munsey as he appeared before he achieved success:

The first I ever heard of Munsey, said the old-time advertising man, was when he was on Ann street. I was at that time puttering around with a little religious magazine and meeting with a fair measure of success. I had desk room in my brother-in-law's office. One afternoon when I returned, I found a card on my desk with the name on it, "Frank A. Munsey." Written in pencil was the request to call at his place on Ann street as soon as possible. I went over there and found it was up two flights of rickety wooden stairs, in the rear. The place was locked up and there was a card on the door, "Return in ten minutes." I did not have time to wait, so I came back the next day. This time I found Mr. Munsey in. The office was dark and dingy, and Mr. Munsey the only person in it. He wanted me to act as advertising manager for his publication. As we were sitting there talking, a man came in with a bundle of paper, probably for his next issue, and dumped it on the floor. It took up nearly half the room. There he stood over it and waited for his money. Mr. Munsey didn't seem to be in a hurry to pay him, and so let him stand there until he finished up with me. Whether Mr. Munsey paid the bill after I left, or whether the man took the paper away again, I have never been able to ascertain. The incident, however, put a damper on my desire to go to work for him. About a year later, when I next heard of Munsey, he was installed in a handsome suite of offices in Park Place. Mr. Munsey has long forgotten this incident, as it happened nearly twenty years ago. It will be a long time before I will forget it, however, because it represents the biggest mistake I ever made in my life.—*Advertising, Chicago.*

In this busy age, this age of condensation, the man who says the least and says it best is the man who will win. It is a good thing to have an extensive vocabulary, but it is not good to use it all in one advertisement.—*Chicago Apparel Gazette.*

## BOSTON "SUPERSTITION" APPEALS.

When we run back a few months in its history, it does look as if advertising which appealed to the superstition of men, to the mystic lover, has brought forth wonderful response.

Five hundred and twenty per cent Miller found the field a fertile one; but just as we had begun to hope Boston had profited by that experience some other fakir would come along and do us up.

Parker's "Lucky (?) Box" found buyers among our best circles of society. I got this fact from the intimate friend of the writer of Parker's advertising.

When Parker had left with \$100,000 in cool cash, large bills being continually secured in exchange for the dollars sent in by mail, he went off only to make room for an imitator, who has been likewise reaping a rich harvest with his "lucky stone."

The palmist who stops at Boston may enjoy good living.

The astrologist who has made one or two fortunate "plunges" at prophecy fills in the day easily at \$4 per hour.

Clairvoyants are many, but each has her following, who rise and fall with her string-pulling mental manipulations, each pull costing the "sitter" a certain size of dollar.

The many unopened gold mines which have been sold in this market shows up the strong something-for-nothing side of our natures; and, as friend Kip would say, "is another story." And all the treasure held under control of minds that may be made to see what isn't so, is reachable through advertising.

C. S. WADY.

## IN ADVERTISING, TOO.

The greatest humorists are the ones who are funny without meaning to be so.—*Boyce's Hustler.*

## ILLUSTRATED TESTIMONIAL.



"I FIND IT SPLENDID AS A PREVENTATIVE FOR CATCHING COLD."

## OF THE PRINTED LINES.

'Tis claimed this is the age of ink,  
And timid folk there are who think,  
That, in due time, beyond all doubt,  
The stock of readers will run out.

Not so, dear sir—oh, calm thee, pray—  
The gentle reader still will stay—  
For every scribe—for love or spite—  
Must scan whate'er his fellows write.  
—Exchange.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

WHO wants an "AI" correspondent and ad-writer? GEO. W. SMITH, M.D., Macon, Ga.

WE want a live, reliable advertising representative in the East. THE CATHOLIC UNIVERSITATE, Cleveland, Ohio.

DESIRE the Pacific Coast agency for a class publication. Send propositions to "B," Box 3, PENNY PRESS, Etcher, California.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

WANTED—Complete staff of non-union linotype operators, advertising compositors, stereotypers and pressmen, for a new daily soon to be established in the Western States. Address "PUBLIC PRINTER," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

ACTIVE advertising solicitors wanted in every city of the United States for the Church Press Association magazines. See display ad in this issue PRINTERS' INK. Good home mediums, carrying business of the best general advertisers. A system which shows results. Quick cash commissions. Address, with references, F. O. BOX 92, Philadelphia, Pa.

## BILLPOSTING AND DISTRIBUTING.

BILLPOSTING and distributing. FRANK BENHAM, Homer, Mich.

## COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMB'G MACHINE CO., 515 Kent Ave., Brooklyn.

## COLOR PLATE MAKER.

FRED'K KIRSTEN, 172 Fulton St., N. Y., expert in making color plates for printing in booklets, catalogues, labels or newspapers.

## ADVERTISING CUTS.

DO you write ads? Send address on your business stationery for invaluable information, free. HARPER SYNDICATE, Columbus, Ohio.

## SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

## MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

## SITUATIONS WANTED.

PROOFREADER. Greek, Latin, French, English. References. BOX 201, Albion, Ill.

## ADVERTISING FANS.

JAPANESE fans, with your ad neatly printed on, for \$1 per M.; 5,000 for \$45. STANDARD PRINTING CO., Leesburg, Ind.

## LINOTYPE EQUIPMENT.

METAL Furnaces, Plug Cutters, Saw Tables, Ingot Moulds, Bevelled Col. Ruls. Send for cat. F. WESEL, MFG. CO., 82 Fulton St., N.Y.

## POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N.Y.

## IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

## BANKRUPTCY BLANKS.

BANKRUPTCY BLANKS—Wholesale and retail. Uniform U. S. S. C. forms. Voluntary sets, \$1.25. LAW REPORTER CO., Washington, D. C. Discounts to trade only.

## ELECTROTYPE AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable." St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## ATTORNEY AT NEWSPAPERDOM.

EXTENSIVE experience in combining dailies and weekly properties, stock companies and otherwise. Open for engagements for early fall. C. F. DAVID, Abington, Mass., Expert at Newspaperdom. 30 years' experience.

## ADDRESSING.

WE manufacture addressing machines, address envelopes, wrappers, etc.; compile lists of names in any distinctive trade or profession from the most reliable sources. An inquiry will bring our catalogue, which may solve a problem for you. F. D. BELKNAP, 220 Broadway, New York.

## FOR AD BUILDERS AND PRINTERS.

PAUL NATHAN says: "The Practical Colorist" is a ready reference book that will give instantly the information needed, and not to be found elsewhere." It over 100 display and color pieces give many valuable suggestions to the ad builder. You need this book. Write for full information to THE OWL PRESS, Burlington, Vt.

## ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine* Co., Butterick Pub. Co., *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

## TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms, 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.



## PAPER.

**A**LL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SUTPHIN, 46 Beekman St., New York.

## PHOTO ENGRAVING.

**T**HIS STANDARD ENGRAVING CO., 61 Ann St., New York.

**FULTON ENGRAVING CO.**

Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

**T**HIS finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

## PRINTERS.

**P**LEASE send samples of your printed matter and get our prices. We do good work at very low prices. Stereotyping done. THE GEM CITY, Fort Madison, Iowa.

**W**HEN you need office stationery send sample of what you are now using and let me quote prices. It will cost you nothing and will probably save you many dollars. High grade work at low grade prices. WILCOX, THE PRINTER, Milford, New York.

**W**E print an attractive booklet, 8 pages, 3½ inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$36. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

## FOR SALE.

**20<sup>25</sup>** Campbell complete 3r tapeless, \$450. WANNER'S PRINTERS' WAREHOUSE, 298 Dearborn St., Chicago.

**F**OR SALE—Philadelphia weekly newspaper : Republican ; fine opening for a political career. Low price. BRADNER, Station "F," Phila.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

**F**OR SALE—Street car advertising, billposting and house to house distributing business. On account of having to take charge of the Thymon Drug Company will relinquish all of my attention I offer the prosperous business of the Young Advertising Company for sale, which amounts to eight thousand dollars a year, gross. This can be increased by proper management. This is an unusually good opportunity. Full particulars to those meaning business. Address or call A. C. YOUNG, 18 North Third St., Harrisburg, Pa.

## BUSINESS OPPORTUNITIES.

**A**DVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

**\$2,600** SECURES, for bright young man one-third interest, with charge of Chicago office, at \$30 a week salary, in long established special agency, representing list prominent dailies. Address, for interview, "RESPONSIBLE," care Printers' Ink.

**T**EXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 150 La Salle St., Chicago.

## ADVERTISING MEDIA.

**T**HE CHRONICLE, Princeton, Ky.

**T**HE GOLFER, Boston. Oldest golf publication in America.

**T**HE CHRONICLE, Princeton, Ky., is rate 11,500 weekly in plain figures.

**H**ARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

**T**O reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Washington, Del.

**A**DVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

**1** INCH \$1—25,000 circulation guaranteed. FARM AND HOME, Homer, Mich.

**40** WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,500.

**M**ANUFACTURERS' JOURNAL: sample copy 10 cents. 301 Montague St., Brooklyn, N. Y.

**1** CENT a word, 25,000 circulation guaranteed. No ads taken for less than 25c. FARM AND HOME, Homer, Mich.

**R**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**A**DS for the WESTERN SCOUT, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

**T**HE STAR, Wichita, Kan., reaches over half the rural families in Sedgewick Co., pop. 45,000, though there are 14 other local news weeklies.

**A**DVERTISERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

**B**EFORE buying or selling a farm read FARM LOANS AND CITY BOUNDS, 155 La Salle St., Chicago, Ill. Sample copy 10 cents; one year, \$1.

**V**IAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

**T**HERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

**I**F you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

**O**NLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**P**UBLISHERS and others with premium goods to sell please send catalogues and prices to THE PATHFINDER PUB. CO., Pathfinder Post office, Dist. of Col. (av. cir. 30,000, 10 cents an average line).

**B**ELGIAN HARE RECORD, Macon, Mo., 22 pages. Only journal having an English department supplied by English judges and breeders. Send 2c. stamp for sample copy; 50c. for yrs. subscription. Special adv. rates on application.

**K**EY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 4 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

**T**HE GEM CITY, Ft. Madison, Iowa. Sw. 1,327 weekly. Average for March, April and May, 1901, 600 daily, 1,375 weekly. Best and cheapest advertising medium in city. Special low rates to responsible agents and large advertisers.

**T**O reach mail order buyers try PENNY MONTHLY; 10c. a line; circ'n 25,000; Youngstown, O.

**PASSAIC CO. PRESS.**

Nine 8-page weekly suburban papers, 12 to 15 miles from New York City. Total circulation, 2,600. Classified ads 5 lines, 50c. per month. Display advertising, \$1.50 per inch per month. Main office, 366 Main Street, Paterson, New Jersey.

**T**HE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$1.50 per year. Advertising rates upon application. THE ANNALS PUBLISHING CO., 148 Pearl St., Boston, Mass.

**T**HE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of New York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

**A** FFIDAVIT—L. F. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. E. P. BOYLE, Publisher. Subscribed and sworn to before me this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

**"OUR NEW POSSESSIONS"** should be included in the territory covered by your advertising. We have space and room for your goods. Tell them what you have by advertising in our list of over five hundred newspapers of Cuba, Porto Rico, Mexico, Central and South America. Send for rates. OPTIMUS & CO., 194 Broadway, New York.

**T**HE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

**T**HE best adv'g medium in Dodge County, Minn., the great agricultural and industrial part of the State—is the DODGE COUNTY REPUBLICAN, Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped country printing establishment in the State. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

#### ADVERTISEMENT CONSTRUCTORS.

**A**RTHUR E. SWIFT, Omaha Building, Chicago. Mail order business only.

**W**RITE me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

**W**ILLIAM WOODHOUSE, JR., Trenton, N. J., writes advertising that inspires confidence.

**L**ITTLE talks that hit the heart of your business. JED MCARBORO, Brooklyn, N. Y.

**T**RY a dollar's worth of Peterson's Pertinent Paragraphs. P. O. BOX 77, Buffalo, N. Y.

**M**ELVILLE E. TRUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

**R**ETAILERS, add a mail order department. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

**D**IRECTOL Dropsey advertising is our work. Send your label. M. P. GOULD CO., Bennett Bldg., N. Y.

**A**RE the services of an experienced adman worth \$5 to \$8 per month to you? EDWIN S. KARNS, 537 E. 12d St., Chicago.

**50** C. sent me will bring you an ad which will increase your trade. This is just to get acquainted. C. B. PERKINS, 32 Globe Building, Boston, Mass.

**"J**ACK THE JINGLER'S" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

**C**OPY for 8-page booklet, \$3.75; four trial ads, \$2.50; advice on any business subject, \$2.50; yearly service \$6 per month up, owing to amount of work. FRANK B. WILSON, Kenton, Ohio.

**A**BARGAIN for storekeepers. Ten original business-bringing advertisements, to fit 1-inch space, for \$4 cash. Satisfaction guaranteed. STAR ADWRITERS, Star Bldg., Washington, D.C.

**L**AUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

**H**ENRY FERRIS, 1049 Drexel Building, Philadelphia. Adwriter and designer. Illustrated magazine and trade journal ads chiefly the kind you see first on a page, and remember. Write for samples, inclosing some of your present ads.

**W**E offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotypes furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

**"T**HE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

**T**HE HERB MACDONALD CO., St. James Bldg., New York. Phone 1748 Madison Sq. B-way & 36th St.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest and most reliable method of advertising influence and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

#### MELVILLE E. TRUX, HARTFORD, CONN.

June 18, 1901.

"PRINTERS' INK,"

10 Spruce Street,

New York City.

Gentlemen:

When my two-line advertisement, under "Advertisement Constructors," expires, kindly discontinue it until further notice.

I do not care to take on too much work during the coming hot weather, preferring to catch up with present orders, and take a short vacation. While that little advertisement runs there is not much chance for a rest.

Thanking you for all past courtesies, and hoping to again enlist your valuable aid in the autumn, I remain,

Very truly yours,

MELVILLE E. TRUX.

## Our Printing

Printing is advertising. Our printing has always careful consideration from that standpoint—first and last. The better printing it is the more it advertises. We relieve you from all the worry and bother about printing—we are open to suggestions and combine them with our practical experience and unexcelled equipment to do the best printing that can be had along the line of business printing. We will print your booklets, folders and circulars and give them that striking, distinguished appearance which makes them stick out head and shoulders above common printing. Our prices are moderate.

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**PRINTERS' INK PRESS,  
10 Spruce St., New York.**

**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS.  
Is issued every Wednesday. Ten cents a copy. Subscription price five dollars a year, in advance. Six dollars a hundred. No back numbers.

**Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$10, or a larger number at the same rate.**

**Printers' Ink is designed especially for Printers, but for the benefit of all, particularly on application, obtain special confidential terms.**

**If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.**

**ADVERTISING RATES.**

Classified advertisements six words to the line; per line, six cents a line; 15 lines to the inch, \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

**OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.**

**NEW YORK, JUNE 26, 1901.**

MATRIMONIAL advertisements are responsible for a great deal of human misery.

WHAT you get out of your advertising space depends on what you put in it.

THE experience gained through losing to-day may bring a large profit to-morrow.

IF some men profited by the errors they make it would keep them busy declaring dividends.

WHEN a man has faith in an advertising medium it is usually based upon previous results.

A WORD to the wise may be sufficient, but a full page advertisement is usually more convincing.

THE tracing of results from some advertising would be beyond the abilities of "Old Sleuth" himself.

THE Chicago (Ill.) *Chronicle* of June 10 estimates that the six roads operating between Chicago and Buffalo will have expended at least \$200,000 on advertising for the Pan-American Exposition before that fair is closed.

THE ad should not only be definite, but should be aimed at a definite class of people. The population contains every sort of human, and the first work of advertising is winnowing your wheat from that of other folks.

"TONSorial emporium" and "barber shop" illustrate two methods of advertising—the one using the biggest words, the other the shorter and more expressive.

AMPLE space is an important factor in an ad, but not necessarily the chief one. Napoleon was "four inch single column" physically, yet he stood out above all Europe for twenty years. Napoleonic ads are perfectly feasible.

THE fiscal year 1901 seems likely to exceed any preceding year in its record of exports from the United States. The steady growth of our exports from \$392,000 in 1870 to \$835,000 in 1880, \$1,030,000 in 1892 and \$1,394,000,000 in 1900 has been a subject of much attention and much favorable comment, but it seems that 1901 is to surpass the record of the year 1900 and bring the export figure nearly if not quite to the billion and a half mark. The farmers are apparently the chief beneficiaries in this remarkable increase in our exports, and are in the fiscal year 1901 showing greater gains in their exports than are the manufacturers, whose record in 1899 and 1900 showed a greater percentage of growth than those engaged in agriculture.

THE International Year Book, a cyclopedia of the world's progress in every department of human knowledge, for the year 1900, is a volume that makes a man enthusiastic upon examination. Its 900 pages are packed with information; not merely dry records of a year's facts and statistics, but presenting debated questions with a view to showing the opposing conclusions held, by allowing experts in each class to indicate what their particular theories involve. The year 1900 having been a census year and eventful in other respects, the book is exceptionally interesting. The adwriter who looks into it occasionally will readily agree that three dollars, the price in cloth binding asked for it by Messrs. Dodd, Mead & Co. (New York), often represents the value of a single fact or figure gleaned from its pages.

A PRICE or a few succinctly stated facts will sometimes illustrate an ad better than a picture.

ONE of the newest and brightest of the many publications for literary workers is called *How to Write*, issued for the Sprague Correspondence School of Journalism by the Sprague Publishing Company, of Detroit, Mich. With a view to advising the writing public as to his needs and his idea of acceptable matter the editor devotes several columns to a consideration of the faults of the many contributions he receives, and hopes in this way to benefit contributors to the *American Boy* and readers of *How to Write*. In no case is a contribution criticised without the permission of its writer and in no case is the writer's name revealed. Taken as a whole, the paper is a very creditable production, even if it does paraphrase a well known expression and call itself "The little schoolmaster for literary workers."

MANY periodicals obtain free advertising through interesting extracts from forthcoming articles. These extracts vary in size from a two or three line paragraph to a half column, are printed on one side of the paper, made into convenient form and sent to editors throughout the country with an invitation to them to use whatever they like. When making up the forms in newspaper offices before going to press, it frequently happens that the columns justify less a few lines. In this emergency the foreman skirmishes around for "fillers"—reprint or other standing matter. This is where the extracts come in. Somewhere in the extract the name and issue of the paper distributing it appears and due credit is always given. The interest created by this extract often results in a desire to read the entire article and many persons buy the paper credited. In this way the extract does double duty; first and primarily as a "filler," and secondly and designedly as an advertisement for the periodical issuing it.

MR. S. C. BECKWITH some years ago made a loan to the Memphis Appeal Company of \$30,000, on becoming its agent, which loan was to be repaid in monthly instalments of \$1,000, out of monies coming into Beckwith's hands from advertisements obtained by him and published by said newspaper. This arrangement continued until the newspaper went into the hands of a receiver, who gave notice that he would ignore the agreement with defendant but would publish the advertisements and collect therefor. Beckwith, however, under advice of his counsel, continued to make collections and apply them on said agreement, and it was to recover these collections that this action was brought, and the court of last resort of New York State has unanimously affirmed the position so taken by Mr. Beckwith. The victory was only obtained after a long struggle extending over a period of over five years and two trials and three appeals.

*McCall's Magazine*, published monthly by the McCall Company, of New York City, has a circulation of over 200,000 copies each issue. Its subscription price is fifty cents a year or five cents for single copies. An intelligent and observant servant maid who had her attention first called to this magazine more than five years ago by receiving a sample copy with some purchases she had made, thinks it a wonderful paper and says she gets many valuable suggestions from its pages. After reading it she sends it to her sister in Sweden, who is a dressmaker, and this sister, although unable to read English, finds the illustrations of patterns published in *McCall's* both valuable and available in her work, and should a copy fail to reach her, says she would miss it very much. Subscribers of this class read advertisements carefully, and it would seem from an inspection of the pages of the magazine that those who use the advertising columns of *McCall's*—and there are a good many of them—know a good thing when they see it.

PРЕJUDICE is a silent devil, working in the dark and striking blows that cannot be parried. Never arouse it in your advertising.

GETTING the ad next to reading matter is only half of the particular trick; attention to the quality of the reading matter that will come next is the other half. There are some kinds of reading matter that will make a man throw down the publication that prints it.

FOOD has a certain attractive power that the hotel or restaurant manager will do well to take into account. Seasonable dainties in the window make passersby hungry, especially in hot weather. In the window of one of Childs' Broadway cafes the hot weather display consists of boxes of graham crackers, dishes of strawberries and other cool-looking fare that is well calculated to arouse the most sluggish summer appetite.

THE Daily Story Publishing Company is a Chicago corporation syndicating fiction to metropolitan newspapers. The St. Louis *Globe-Democrat*, one of its subscribers, published these stories, and in one case inadvertently omitted to print the copyright notice that goes with each story. The American Press Association, which sends out matter to newspapers in plate form, clipped the story in question from the *Globe-Democrat* and sent it to its customers. This precipitated legal action on the part of the Daily Story Publishing Company as to the right of the Press Association to use the copyrighted story. Judge Kohlsaat decided that the act of a subscriber in using a copyrighted story without notice of the copyright owned by the company which had issued it does not give another company a right to appropriate the story. How the latter company is to know that the story is copyrighted when the law expressly makes it binding that notice of copyright should be printed on each piece of copyrighted matter put forth, appears to be one of those judicial corners that need a sweeping out.

THE points wherein your business differs from your competitor's ought to be made the basis of your advertising argument.

BETTER not advertise at all than fill space with weak, pointless matter. "Better not be than be nothing," say the Chinese.

A MAN who is suddenly invited to make one of a party to visit Europe immediately becomes an omnivorous devourer of facts relating to Europe. A man who is suddenly convinced that it is possible for him to afford a furnace or a windmill acquires an appetite for heating and pumping facts in precisely the same manner, and will never have enough of them until the deal is concluded. These things explain why advertising matter that appears to be exceedingly lengthy is often found to be the best.

READERS of PRINTERS' INK have doubtless observed the quarter page advertisement of the Washington *Star* that appears every week, always on a right-hand page, the remainder of the page being filled with and always facing a full page of reading matter. Such a position as this is difficult to give, but the *Star* is such a good paper! The price for inserting a quarter page advertisement in PRINTERS' INK is \$25 each insertion. For a special position, if granted, 25 per cent extra is always demanded. Therefore, the price for a quarter of a page, in the position occupied by the Washington *Star*, is \$31.25 a week or \$1,650 a year—which everybody admits is cheap.

The Pittsburg *Times*, an excellent paper, recently authorized Mr. Perry Lukens, Jr., their New York agent, to engage for them a quarter page in PRINTERS' INK, in a position similar to that accorded to the Washington *Star*, at the fixed price of \$1,650. The *Times* has the largest circulation in Pittsburg and is a desirable paper, but owing to the difficulty of according the position specified in the order it was declined. It was declined with sincere regret.

THE New York Daily *Tribune* uses a hand stamp upon which appear these words: "High Water Mark Circulation 188,600 Copies Daily *Tribune*." How is that for high?

THE International Navigation Company and the American Red Star line have issued some advertising cards from their New York offices that are gems in their way. Not really advertising—but gems.

A CORRESPONDENT claims that the advertisements in the Farmington (Me.) *Chronicle* are distinctly good, both in contents and composition. The management is said to encourage frequent changes, a policy that is likely enough to produce the results outlined above.

AN interesting case recently decided in an English court was an action to recover the cost of advertisements inserted in a paper called *Commerce*. A prominent feature of the journal was the publication of illustrated articles describing great English industrial and commercial undertakings. Later the publishers of *Commerce* founded the Article Club, the membership of which consisted of leading representatives of commerce and industry, only one house in each trade having representation on the membership list. It was a condition of membership that each firm should become the subject of an illustrated article, and that in return, according to the plaintiff's case and to the practice apparently followed, compensation should be given in the form of an advertisement in *Commerce*. The defendants alleged that as an incentive to their joining the club the plaintiffs falsely represented the circulation of *Commerce* to be 10,000 a week, whereas it was little more than 3,000, and on that ground they refused to pay the amount claimed. The whole affair seemed to be clothed in cunning and circumlocutory language. On the conclusion of the evidence and the speeches from counsel, the jury returned a verdict for the plaintiff and judgment was given for the sum named, with costs.

SMALL words with big meaning are usually found in the best ads.

A BOOKLET may be lightened and made doubly entertaining when its facts are woven into the action of a little business story. For example, in this season of fall literature preparations one can get up a brochure under the title, "The Tale of a Fall Overcoat—Your Fall Overcoat, Perhaps." A fall overcoat is a wonderfully interesting piece of wear when its story is gone into in detail. It has its real beginnings several years before it reaches the retailer's counters. The first chapter of its story is set upon a sheep ranch in the West, probably, and in this first chapter one has an excellent opportunity of calling attention to the superior quality of cloth, as well as to use an odd illustration that will pertain strictly to one's subject. Other chapters may be made about the silk that comes from Japan or China or France, the cotton from the South, the thread, linings, buttons, hooks, velvet and other items in the garment's making. Each will contribute its separate bit. The planning and making also lend themselves to description, and when a man is told where his fall overcoat is designed, cut and sewed he is sure to take an interest in it. Throughout the whole yarn there is plenty of opportunity to emphasize the garment's goodness. A story of this kind can be applied to many lines of business, is capable of endless illustration and is sure to be attractive if well handled. One of the most entertaining booklets that the writer ever saw was called "The Cost of Being a Drum Major," and told in detail where each individual bit of a drum major's uniform came from. Many countries contributed to it, and when one realized the trouble that the maker was put to in getting it together he thought the price very reasonable. The one requisite in the telling of such a story is that the teller be skillful enough to boil his narrative into reasonable compass, giving as much of the history as he can, short of tiring the reader.

EVERY mortal loves to see himself in print, even though it be print of an adverse nature. A paper stamped "marked copy" is so morally certain to be opened and searched that one wonders why some advertiser has never hit upon the scheme of mailing copies of a publication himself, marking his own ad with the red fist.

ONE woman voices her objections to the practice of intruding advertisements in the dialogue of the play, according to the New York *Times*, and says such irrelevant remarks should not be tolerated by the feminine element. In fact, she hints that some women are making a blacklist of such firms and articles advertised in this way. Objections are also made to the announcements in the programmes that so-and-so makes the hats, shoes and clothing worn on the stage, and the lady making these objections says that the managers owe it to womankind to stop bargain counter advertising on their stages and give them programmes that will not ruin their gloves every time they are handled. This, it is said, should be done in consideration of the generous concessions made by women in the matter of skyscraping millinery.

#### CONSULT THE MONTREAL "STAR."

MONTREAL, June 15, 1901.  
*Editor of PRINTERS' INK:*

Can you give me the address of any publication, magazine or book devoted to the promotion of newspaper circulation and circulation methods in general? Believe me,

Very truly yours,  
HORACE DAVIS, Adv. Mgr.

*Newspaperdom*, a New York weekly devoted to newspaper methods, prints frequent and extended discussions of this subject. No book exists that makes a specialty of its exploitation. In a little volume on "Making a Country Newspaper," issued by the Dominion Company, of Chicago, there is a chapter on "The Circulation." A study of the methods of the best papers is apt to yield better results than any matter to be gleaned from books.

—[EDITOR PRINTERS' INK.]

#### SHOULD BUY THE A. N. D.

June 15, 1901.

*Editor of PRINTERS' INK:*

Will you kindly favor me with a list of trade papers covering manufacturers of jewelry, watches, clocks, etc., typemakers, small printing presses, etc., harness, saddles and horse furniture, china, crockery and glassware, musical instruments and carpets, same as your valuable publication does the advertising field, and oblige,

J. W. P. BUNNING,  
90 Humboldt St.,  
Brooklyn, N. Y.

The publications probably most serviceable to you would be:

Jewelry, watches, clocks, etc., Philadelphia (Pa.) *Keystone*, circulation 12,500\*; typemakers, small printing presses, etc., Chicago (Ill.) *Inland Printer*, circulation 15,837; harness, saddles and horse furniture, Rome (N. Y.) *Harness Gazette*, circulation 4,007; china, crockery and glassware, Chicago (Ill.) *Glass and Pottery World*, circulation 2,250\*; musical instruments, New York (N. Y.) *Music Trade Review*, circulation 4,860, and carpets, Philadelphia (Pa.) *American Carpet and Upholstery Journal*, circulation 2,250\*. \*Estimated.

CINCINNATI, June 13, 1901.

*Editor of PRINTERS' INK:*

I would take it as a great favor if you would kindly send me a list of what is, in your opinion, the leading weekly newspaper of each of the principal religious denominations, such as the Jewish, Roman Catholic, Methodist, Baptist, Presbyterian, Lutheran, Episcopalian, etc. Should you ever have printed such a list kindly send me a copy of the issue of PRINTERS' INK containing same, for which I inclose ten cents in stamps.

Thanking you in advance, I remain,  
Yours truly, LEO WISE.

The publications you appear to want are:

Jewish—Cincinnati (Ohio) *American Israelite*, circulation 23,514; Roman Catholic—New York (N. Y.) *Catholic News*, circulation 40,000\*; Methodist—Chicago (Ill.) *Ephworth Herald*, circulation 114,619; Baptist—Chicago (Ill.) *Baptist Union*, circulation 28,334; Presbyterian—Cincinnati (Ohio) *Herald and Presbyter*, circulation 17,500\*; Lutheran—Rock Island (Ill.) *Augustana*, circulation 12,855; Episcopalian—New York (N. Y.) *Churchman*, circulation 12,500\*. \*Estimated.

*Pennsylvania Grit*, of Williamsport, Pa., sends out a pretty "lucky penny" consisting of a new United States cent in an aluminum circle. It says: "Keep me and you will always have money." They are dainty enough, surely. A million of 'em to each individual recipient would perhaps exhibit more concrete luckiness.

## THE TRADE PRESS.

TWO EXCELLENT REVIEWS OF THE FIELD FROM WHICH THE WINNER OF THE SIXTH SUGAR BOWL WILL BE TAKEN. FOR INFORMATION REGARDING SIXTH SUGAR BOWL SEE PAGE 20.

At the dinner of the National Piano Manufacturers' Association held at Delmonico's, New York, on May 16, Mr. John C. Freund, of the *Music Trades* (New York) made a clever speech in answer to the toast, "The Trade Press." PRINTERS' INK can find room only for the following selections:

The rise of the trade or industrial press began in this country about thirty-five to forty years ago. Its great development has taken place during the last few years. To-day every industry is represented by a number of journals, more or less excellent.

The first music trade paper was published about thirty years ago. The attitude of the trade to it was largely one of indifference. The paper was regarded with suspicion by some, with disdain by others.

When, however, it began to be recognized that there was a new force in the field, there were shrewd and not very scrupulous men who tried to capture it and use it to their own advantage. A fight for independence began, which for a long time was not very successful, because such were the animosities and jealousies between the leading houses that they paid the various journals which had become established, and which they used as their personal organs, too well to permit them to have a soul of their own.

Your trade press has been affected, especially of late years, by the general evolution in journalism. The individual, especially the editor, is no longer the factor he was. The long-winded editorial has seen its day.

The truth is that the day has gone by when the community is willing to pay men to do its thinking. To-day people want facts. They propose to do their own thinking. A trade paper must be

primarily, therefore, a newspaper, and, as it appeals to business men, its news must be full and accurate.

The trade paper of the future will be a daily. It will be smaller in size, its advertising rates will be higher and the advertiser will not dream of expecting a column of "puff" free, for every line of advertising for which he pays. The time is not far off when the advertiser will realize the utter worthlessness of a deadhead circulation, and he will, therefore, patronize only such sheets as have a legitimate, paid circulation.

The first duty of a trade paper is to its readers, for without readers it has no right to advertisers. To obtain readers it must give, as I said, the news, with such intelligent comment upon it as may be acceptable.

The publisher and editor of a trade paper must present a business proposition to the advertiser, and that proposition can only be in the way of an honest circulation among subscribers who pay, otherwise such a sheet is a mere paper of "puffs." It is nothing but a scratch-belly for the manufacturer and advertiser.

The benefits of combination have been spoken of. It is the spirit of the age. It is an evolution from the old, crude methods of competition to the newer and better methods of co-operation, but I warn you now to draw a line between the getting together of men in an industry for industrial and commercial purposes, to improve production, cheapen prices, raise wages, shorten hours for the wage earner, and the exploitation of an industry by outside speculators, gamblers and adventurers, who have no interest in that industry except to suck it dry, and then let it shift for itself.

We have seen successful combinations made in sugar, in oil, steel and other great staples. Why? Because the men went into these combinations for industrial and commercial purposes.

Mr. Havemeyer is still refining sugar; Mr. Rockefeller is still refining oil, and Mr. Frick and his friends are still making steel, but mark the difference in the case of

the men who organized other trusts.

They wanted to exploit those industries, squeeze out what they could, and then let the industries take care of themselves. After a time when dividends were passed, disorganizations followed and, in some cases, bankruptcy.

The proper attitude of the trade press, therefore, to so-called trust formation can readily be determined. If a number of manufacturers and dealers in an industry come together for a legitimate, commercial and industrial purpose, the trade press should not stand in the way, but on the other hand, if the trade press sees speculators and outsiders attempting to exploit the industry for their own ends, it is its duty to sound a warning note.

If I may speak on behalf of my co-laborers in the field of journalism, I would express the hope that as you have made American musical instruments "standard of the world," you will assist us in making your American trade press, not only a credit to you, but also "standard of the world."

After all, we are but one family, whether we are manufacturers or dealers, supply men or trade paper men, and, "lest we forget," let me add, the man at the bench—the mechanic—without whom we are nothing.

From an excellent review of the same field by Leonard L. Cline, in a recent issue of *Advertising Experience* (Chicago), the following extracts are taken:

#### THE TRADE PRESS.

As late as four years ago it was the rule with the majority of advertisers in these journals to devote maybe fifteen minutes to the preparation of their announcements and leave the rest to the tender mercies of the printer, no further attention being given the matter until the cut and type were worn almost to illegibility. This system—or rather lack of system—would ordinarily be sufficient to kill any advertising proposition no matter what the merit of the publication. That the trade journal continued to prosper in the face

of it was due to the actual interest of its readers in the subjects discussed editorially as well as a demand for the things advertised.

Even so prominent a journal as the *Iron Age* until a few years ago paid so little attention to typographical arrangement and presswork that it was the despair of the few advertisers who attempted to preserve some appearance of respectability in their announcements. Yet the *Iron Age* found no difficulty in carrying from one hundred to one hundred and fifty pages of advertising weekly, and to-day its patronage, through the Chicago office alone and out of a territory limited to a part of three States, is said to exceed sixty thousand dollars annually.

Within the past four years, however, the trade press has developed as has no other branch of journalistic enterprise.

Many publishers have employed the adwriter and artist to assist with ideas and suggestions those advertisers who appreciate the service, and to-day the advertising columns of many technical and trade journals will compare favorably with those of the more pretentious literary magazines.

This is the age of the specialist, and in no other profession has he developed the influence he wields in journalism. To the advertiser the trade journal offers a concentrated circulation. It is the textbook of the artisan and the merchant, the consumer and middleman, with a percentage of buying power, in proportion to circulation, ten times greater than that of the magazine or the daily newspaper. Its readers may be addressed with the assurance that they will appreciate a point well taken, and for that reason it offers an exceptional field for educational advertising.

#### BECKWITH'S FORTUNE.

Samuel C. Beckwith, who was once the local editor of the *Crisfield Leader*, is said to have accumulated the snug little sum of two million dollars in the advertising agency business.—*Easton (Md.) Ledger*.

CONTENTMENT is all right in its way, but it is death to business enterprise.

## THE PHILADELPHIA "NORTH AMERICAN."

Among the magazines devoted to the interests of advertisers, one of the most attractive is the *Advisor*. None of PRINTERS' INK's babies is more promising. Was it La Rochfoucauld who said it was never safe to praise a woman's virtue at the expense of her good looks? The mother of the *Advisor* was doubtless beautiful. In its issue for June the *Advisor* commends the American Newspaper Directory but criticises the system that prevents it from according to an enterprising newspaper man the circulation he "is going to have" instead of only setting down what he probably did have. The article referred to is reproduced below.

The *Advisor* accepts the American Newspaper Directory as the standard in newspaper ratings. The obstacles which obstruct its efforts to get true and reliable information are many. At the same time the *Advisor* does believe that the American Newspaper Directory should amend its code so as to rate newspapers which are growing rapidly at somewhere near the correct figure. Take the case of the Philadelphia *North American*, which is rated as exceeding 17,500. Now there is not a man in the United States—outside of the *North American* office—who knows better than the editor of the American Newspaper Directory that that paper is entitled to its highest rating. Because, however, that paper has expanded so rapidly during the past eighteen months that an annual or semi-annual detailed circulation statement would not do it justice, it has failed to comply with the Directory rules and regulations. Thus, while the Directory gives it a rating of exceeding 17,500 copies daily, its own claims are that it enjoys an average of about 160,000 daily. The advertiser who purchases the Directory, therefore, fails to get what he pays for.

The most conspicuous item on the first printed page of the American Newspaper Directory reads as follows:

Those who consult this Directory for newspaper circulations should bear in mind that it does not purport to give the actual issue of the paper for the day the book is referred to, but the estimate of the Directory editor of the average issue of the paper in question for a whole year preceding by some months the date of publication of the book. A copy of the next issue of the American Newspaper Directory will be presented to the first person who shall prove that any paper in this edition credited with a circulation rating by

letter is actually entitled to a higher letter rating than it receives.

Few persons are better acquainted with this paragraph than the business manager of the Philadelphia *North American*. No straight out, clean circulation report from the office of the *North American* was ever obtainable by the editor of the Directory. Here is its description, and the circulation ratings accorded for the past ten years, varying from 20,000 to 17,500:

*North American*; every morning except Sunday; Republican; 16 pages 16x 21; subscription \$3; established 1771; The North American Company, publishers. Office, N. E. corner Broad and Sansom streets. Circulation: Rating varied from C in 1891 to D in 1895. In 1896, D. In 1897, DZ. In 1898, D. In 1899, zD. In 1900, zD.

It will be noted that of late the paper receives a "Z" rating, the meaning of which is explained by the Directory editor as follows:

A Z rating indicates that a communication received, in answer to an application for revision or correction of the circulation rating accorded to the paper, fell short of being a satisfactory circulation report because of one or more of the following shortcomings:  
 1. It was not signed. 2. It was not dated. 3. It failed to convey the necessary information. 4. It was not given with sufficient attention to detail. 5. It did not specify the time supposed to be covered by the report. 6. It did not cover a period of sufficient duration. 7. It was signed with a hand stamp. 8. It was signed by some person whose authority to sign was not explained or known. 9. It was signed by an initial or by initials only. 10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterwards be proven untrue. 11. It failed to strike an average for the period covered in detail, and thereby made it impossible to quote any figures as having been shown by the publisher of the paper. The Z rating is never applied until after the attention of the publisher has been directed to the insufficiency of the report he has furnished and given full information how the fault might be remedied. The Z rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records.

The *Advisor*, referring to the circulation rating accorded the *North American*, says:

The advertiser who purchases the Directory, therefore, fails to get what he pays for.

Is it not a fair gamble that the advertiser who buys the *North*

*American's* "about 160,000" will come still more short of getting what he pays for? Is it not a fair gamble that the Directory rating is rather the closer estimate of the two?

In further comment the *Advisor* proceeds to say:

This directory question is one which interests every publisher in the country—nay, the entire world. But in the United States directories are becoming altogether too numerous. In this, as with other books of reference, it is necessary to have one which may be relied on as being an authority on the matter of newspaper circulations. There can be no question about the fact that at this time, as for many years past, the American Newspaper Directory is that authority. The *Advisor* is not paid to make this announcement. It makes the statement in the interests of advertisers and publishers because it is true. One thing the advertiser is almost cock-sure of when he refers to the American Newspaper Directory is that the circulation figures he sees therein are not overstated to any great extent. In most other directories they are. Only the publisher himself is to be blamed for not securing a proper rating in that publication, and every advertiser of consequence knows it. Thus the publisher who refuses to furnish a statement as requested places himself under a reasonable suspicion.

Referring again to the most conspicuous item that appears on the first printed page of the American Newspaper Directory, PRINTERS' INK hereby offers a free copy of the June issue of the Directory to the first person who shall prove that the *North American* is in fact entitled to a higher circulation rating than that issue of the Directory accords it.

#### THE AGENT.

An advertising agent has the most important and delicate duties to perform. It is not his business merely to take his customers' advertisements and dump them down anywhere. He is, or should be, an expert who knows what are the best vehicles for advertising each kind of commodity, and he has to advise conscientiously on his knowledge. His relations with his customers are often of almost as confidential a nature as those of a lawyer with his clients. If a corporation of agents were formed its disciplinary powers would check mal-practices to a great extent.—*Advisor*.

#### THE MAIL ORDER MEDIA.

There is no class of publishers that endeavors to satisfy the needs of the advertiser as the publishers of the mail order mediums, for they have to show the advertiser a profit each month, or they will lose his business.—*Advertising, Chicago*.

#### "SANDWICH" MEN.

The placard borne on a frame strapped to the shoulders of a "sandwich" man is undoubtedly one of the most inconsistent forms of publicity, as it is impossible to avoid glancing at it as it is borne through the crowd on the sidewalk, above the multitudinous heads; but the sense of the man's humiliation, which is emphasized by the always woe-begone expression of these human billboards, is so constantly present to the observer's mind that the moral effect of the advertisement is generally conceded to be adverse to the advertiser. The merchant who studies human nature to its final analysis will not employ this form of publicity.—Keystone.



A CURIOUS JUXTAPOSITION, FOUND IN THE SALEM (N. J.) "SUNBEAM." "FOR MAN OR BEAST?"

## THE DOUGLAS APPROPRIATION.

### WHAT IT IS SAID TO BE, AND THE "ADVISOR'S" VIEW OF IT.

The *Advisor* is informed that the W. L. Douglas shoe concern claims to be doing a business of \$3,500,000 annually, and that it expends about ten per cent of that amount for advertising. The *Advisor's* informant also states that the appropriation will be fully \$25,000 heavier this year than last.

The *Advisor* is perfectly willing to accept this latter statement as being true, but it doubts the accuracy of the claim that Douglas expends ten per cent of his gross receipts for advertising.

There are many general advertisers who can afford to use from ten to fifty per cent of their sales for advertising purposes—but they are not in the shoe business.

The cost of producing shoes will not admit of so large an expenditure for advertising—that is, proportionately.

Douglas is a pioneer advertiser. His methods have proved successful. Thus it may, even at this late date, interest other advertisers to learn how he used—and he probably still continues on the same lines—to plan his advertising.

The Douglas salesmen, upon opening a new account, are authorized to promise a certain sum for local advertising to assist the dealer in establishing a local reputation for the Douglas shoes. This sum does not equal ten per cent of the dealer's first purchase—neither does it cover re-orders during the same season. Five per cent of the first order would more nearly cover the amount pledged for local newspaper space.

Thus it is quite safe to assume that the amount expended for advertising in mediums of general circulation would be covered by a five per cent appropriation on re-orders and overruns.

In fact, the *Advisor* doubts whether Mr. Douglas finds it necessary to expend five per cent of his total sales to obtain satisfactory results from his advertising.

Just to demonstrate how this

plan would work, suppose the dealer in a village of 1,000 inhabitants were to purchase his first bill of Douglas shoes this spring. He would be a sparing purchaser indeed if he bought less than \$500 worth of shoes. Many dealers in smaller villages use twice that amount of shoes in a season.

Should Mr. Douglas award this dealer a \$25 appropriation to run four months, how much space would it buy?

At ten cents an inch, as a high average price, \$25 would cover about fifteen inches of space in a weekly paper for four months, or about ten inches for six months.

But the Douglas announcements more often measure less than ten inches, being run from four to eight, on the average.

Then suppose that a re-order for \$100—one-fifth of the original order—comes in. Would not five per cent, on the whole, make a most satisfactory showing if expended locally and generally for advertising?

If Mr. Douglas has 5,000 dealers selling his \$3,500,000 annual output of shoes, he ought to be able to give each and every one ample advertising on an appropriation of less than five per cent—and probably does.

Fifty thousand dollars makes a very respectable appropriation for general advertising.

Dozens of concerns which expend less than that sum annually are considered heavy general advertisers.

And the same sum would make a showing in weekly papers throughout the United States which would surprise many old advertisers and newspaper men.

If Mr. Douglas has been expending even that sum in the past he has been doing all that might be expected of him. But the *Advisor* doubts it. He may reach it if his 1901 appropriation is increased by \$25,000, which would be three per cent on sales of \$3,500,000.

The *Advisor* has not devoted all this space to this subject for the purpose of discrediting either Mr. Douglas or the gentleman who tendered this information. A free

discussion of matters of this character tends to educate advertisers.

The *Advisor* does not believe Mr. Douglas can stand up under a \$350,000 advertising appropriation. It does believe that \$75,000 or \$100,000 would amply advertise his goods.—*Advisor*.

#### ORIGINATOR OF FAKE ADVERTISING IS DEAD.

WHEELING, W. Va., June 15.—John Napoleon Bonaparte Little, one of Wheeling's best known characters, is dead. He was born in Pennsylvania sixty years ago. He came to Wheeling when a small boy, and has been a resident ever since, except the time he spent in the Union army during the late war.

He was known far and wide as the proprietor of "Pa" Little's celebrated Philadelphia cream pop. One of his great fakes was a corn lotion.

Twenty years ago he advertised that on a certain Sunday afternoon he would leap from the suspension bridge into the Ohio River, eighty feet below. The whole town turned out and excursions were run by boat and rail for fifty miles. Little's cream pop and confectionery store was at the bridge entrance and he kept seven clerks going all that day. When the hour arrived, "Pa" appeared, wrapped in a flag, and announced that he had decided to postpone the jump till the river rose to within three feet of the bottom of the bridge. He cleared nearly \$1,000 on the deal.

Another time he advertised that he

would make a balloon ascension from the front of his store. This drew as big a crowd, and when the time came he appeared with a huge paper balloon, fired it and balanced himself in the seat, but it would not rise. He used many other dodges to advertise himself and business, and all were successful.

His wife, who was equally adept in helping along business, died a year ago. He leaves no relatives, and the G. A. R. posts will attend to his funeral.—*New York Journal, June 16.*

#### BOOKS IN BRITAIN.

England has recently taken several pages out of American methods of advertising. It is amusing to note the breathless surprise of the Britishers at the unusual boomerang of such works as Mariotti's "The Column." For weeks before its appearance, the papers were full of matter tending to arouse curiosity in the work, and this trick, to which Americans have become blasé, worked so well that the publishers were able to say that they had sold the entire large edition upon advance orders. This probably marks the beginning of sensational advertising on the other side.—*Worcester (Mass.) Gazette.*

#### A RECIPE.

A correspondent writes: Tried recipe for a tempting ad: Take one crisp, fresh idea, one sound, strong catch-line, a hundred short words and half as much more white space. Mix intelligently and serve in a tasty border.

Don't berate your rival—that advertises him. Just advertise yourself.

# "White Mountain"

The REFRIGERATOR that made New Hampshire famous.

A Million People are Using Them.

Are you going to buy a Refrigerator? If so, don't buy the cheap, common kind, buy a

"WHITE MOUNTAIN."

About one-half the Refrigerators sold are "White Mountain"; all the trouble comes from the other half.

From a hygienic standpoint these refrigerators are unapproachable.

Manufactured Exclusively by  
MAINE MANUFACTURING CO.,  
NASHUA, N. H., U. S. A.

Branch Offices Boston, New York City, Philadelphia, Chicago, San Francisco, Portland, Ore., Dallas, Tex., Denver, Col.

AN OLD COMMODITY WITH A NEW KIND OF ANNOUNCEMENT.



## QUEEN & CRESCENT PUBLICITY.

*By Sam E. Whitmire.*

I called upon Mr. W. C. Rinearson, general passenger agent of the Queen & Crescent Route, in his offices in the Odd Fellows' Building, Cincinnati, O., and asked for an interview. He said he had never told the advertising story of his railway for publication, but would to PRINTERS' INK.

"We try to make all of our advertising valuable to the public for the information it contains, so that it will not be cast away when once read," Mr. Rinearson said. "We find that the masses want as complete information in as concise form as can be given them, therefore we are great believers in reading notices placed in the best daily newspapers. Such advertising has been productive of pleasing results. As a scenic line we are fortunate in having remarkable attractions. From Cincinnati to Chattanooga, three hundred and thirty-eight miles, we pass through the richest Blue Grass region of Kentucky, over the famous High Bridge, near the Natural Bridge, cross the Cumberland Mountains, a very steep range, making the run in eight hours and twenty minutes. In our advertising we endeavor to present these points thoroughly and clearly. The feat of crossing mountains in fast time with heavy trains is the hardest to accomplish of anything performed in express train running on this continent, and it results in much valuable publicity for us.

"The name of our route, 'Cincinnati, New Orleans and Texas Pacific Railway,' is too long for judicious use in advertising, so we created the name, 'Queen & Crescent.' The word 'Queen' is for Cincinnati, known as the 'Queen City,' and 'Crescent' for New Orleans, the 'Crescent City.'"

When the interview had reached this point Mr. Rinearson had a call from Col. W. J. Murphy, general manager of the Queen & Crescent, so I was referred to Mr. Charles G. Hall, in charge of the general advertising department. I

found him surrounded by a roomful of clerks and stenographers.

"I've been a student of the Little Schoolmaster for a long time," Mr. Hall said, "and I'm right glad to talk for its readers."

He went to a filing cabinet near his desk and returned with an armful of Queen & Crescent literature. He continued:

"We keep a correct record of the addresses of our patrons and supply each with new literature when issued. Here is some of the matter we've sent out. We try to prevent patrons forgetting us. We also mail to a list of names of people who have not yet been on our trips. This list was collected by our agents. We try to perfect our advertising so it will make those who have never traveled over our route wish to do so; and who have, recall pleasantly former trips.

"You see these big mail cards. They are as large as the government will allow us to mail. These three—'The Finest Florida Train Ever Run,' 'It Excels Everything,' 'Three Distinct Advantages,' are advertising our present service to Florida. They are mailed to a select list of names of people we know to be financially able to take a trip South. They are printed with a halftone cut as an eye-catcher and schedule and full information on highly finished, extra heavy cardboard, in two colors—red and black. On the reverse side we use a tint plate, over which name and address is written. During the winter season we use as a tint a scene in Florida with this wording, 'Only One Night Out—the Chicago Florida Special.' Mail cards are sent every two weeks and we find that this persistent following up pays us.

"We issue eight different publications, aggregating about 200,000 copies per year. Of this number about one-half are sent to postal applications which come in response to our advertisements in the daily newspapers and magazines, the other half being distributed by our agents. When the demand for one of our publications diminishes to any considerable extent, we discontinue it and ex-

periment with a new one. Some of the booklets meet with little demand, while others, especially our 'From the Car Window' and our 'Chicamauga,' have been immensely popular, both now being in the fourth edition. Our regular publications are 'Florida, New Orleans, Asheville and California,' 'Porto Rico and Cuba,' 'Havana,' 'Southern Fruits,' 'Chicamauga,' 'From the Car Window,' 'Queen & Crescent Official Time Tables' and 'Only One Night Out.' These booklets are all of the very finest materials. Either or all are sent free on application. They were written by the most competent talent we could employ to cover each subject. For instance, our 'Chicamauga' is by Gen. H. V. Boynton, while 'From the Car Window' in word and picture is a true description of a trip over our route, mile by mile. That such advertising matter is preserved and read by a great many people is proved in our mail.

"In every town on our route, from Cincinnati with 380,000 people, down to Greenwood with 100, we have a live agent who is a pretty good advertising man, and who sees that everything we send him gets the right sort of circulation."

"Are your publications mailed?"

"We keep one stenographer busy replying to requests for our publications. These requests come from people who have read our advertisements in the daily newspapers and magazines. There is a great variety in this mail—from the banker who wishes to take a luxurious trip to Florida, to the farmer who wants a modest home along our route. All people can't go on the same kind of trips, therefore we have to make our ads and our literature appeal to the different classes, and select mediums best suited for carrying each class of advertising. Magazines like *Munsey's*, *McClure's*, *Cosopolitan*, etc., bring good tourist results, while agricultural publications bring the most responses from home seekers. We find daily newspapers the most satisfactory for general results."

"What space do you use?"

"In the magazines from a quar-

ter to a full page, and in the newspapers all the way up to a full page, according to the season and what we have to offer. During the winter we devote our space to talking of trips to Florida, Cuba, Mardi Gras and points South. In the summer we boom big conventions, lake resorts, etc., reached by our route."

"What strong points do you bring out?"

"We emphasize the facts that our locomotives are all equipped with Pullman safety vestibule appliances, electric headlights; that we have a complete system of block signals, electric automatic signals and interlocking devices at crossings; that our track is laid with 75-pound steel rails and stone ballast; that our trains are steam heated and Pintsch gas lighted; that we have free reclining chair cars, superb Pullman dining and cafe cars—in fact, we show that every device is provided for speed, comfort and absolute safety."

"How do you pay for space?"

"Cash for magazine space, and for newspaper space part cash and part in transportation. Some railways have cut off all exchange transportation, but we believe we get press notices for the passes we give out, that are worth more in dollars and cents than the passes. We are liberal with the newspapers and they always have a kind word for the Queen & Crescent."

"Do you use posters and street cars?"

"We use posters, 8 and 24-sheet sizes, in bright colors, advertising Mardi Gras and special attractions reached by our route. We do not know whether this advertising pays. We are unable to trace any results from it."

"Do you use catch-phrases and trade-marks?"

"We make general use of the sentence, 'Finest Trains in the South,' and as trade-marks we use a hand holding a Queen & Crescent time table."

"How about hangers and dodgers?"

"We use a great many, put up fifty to one hundred in a place at railroad offices, hotels and other places where many people are like-

ly to see them. We employ a man whose business it is to keep such matter put up in the most conspicuous places."

"Where is your advertising written, illustrated and printed?"

"Copy is prepared here in this office. Our illustrations are made here in Cincinnati from designs suggested by us. Our printing is also done in this city. Each job is given to the concern we believe can execute it in the best taste. We pay much attention to fine illustrations. We are constantly bringing out new views, made from photos taken by our staff photographer, who goes over the route picking up here and there a view with which to illustrate our matter. In Mr. Rinearson's office is a collection of hundreds of these photos."

"How do you send out copy to the publications you advertise in?"

"We have all the advertisements set in this city and electro<sup>s</sup> made. We forward electros, proofs and written instructions as to when each ad is to be run. Our route is but three hundred and thirty-eight miles, but owing to its location, connecting the West and South, eighty-nine miles shorter than any other line, we advertise as a trunk line, using hundreds of mediums, therefore it is best to have our advertisements set just as we wish them and then forward electros. We print prominently in nearly all advertising an invitation of criticism and suggestions from travelers. We get many helpful hints."

After examining all of the Queen & Crescent advertising matter shown me, I arrived at the conclusion that I had never read more convincing wording or seen matter gotten up in better style.

#### NO MYSTERY.

A great deal is said of the mystery of advertising, of its subtlety and its uncertainties. It is as simple and certain as daylight, once you think of it in the right way. It is just as simple as hanging up your sign, or saying, "Here are some fine peaches, Mrs. Jones—twenty cents a can." When your ad goes in the paper, you are simply hanging up thousands of signs and speaking to hundreds of Mrs. Joneses.—*Shoe and Leather Facts.*

#### C. A. PEARSON.

Cyril Arthur Pearson, who is now visiting this country for the purpose of studying American journalism and its methods, and has accepted the invitation of the New York *World* to edit one issue of its Sunday magazine, is only thirty-five years old, but has already made several millions by his enterprise and ingenuity in the newspaper line. He began his career a few years ago as a writer on the staff of London *Tit-Bits*. He had just come out of Winchester School with nothing behind him save his father's blessing and nothing before him but the severest kind of competition. After working for four years on *Tit-Bits* he resigned his position to start *Pearson's Weekly*, which, owing to the novel methods of its publisher, was a success from the beginning. Then the young man branched out and established *Home Notes*, *Pearson's Magazine*, *Short Stories*, the *Royal Magazine*, *Home Cookery*, the *Lady's Magazine*, *Dressmaking at Home*, *Mainly About People*, and a score of other periodicals, all of which are paying their owner a handsome income. Mr. Pearson's most important effort is the *Daily Express*, a one-cent London morning paper, which began publication in April, 1900. It is in connection with this new daily and with his intention of establishing a chain of newspapers throughout the world that Mr. Pearson is now visiting this country.—*Chicago (Ill.) Record-Herald.*

#### PLAIN TYPES.

For advertising display the plainest, clear cut types are the most suitable. There is something incongruous in a shaded letter or a letter surrounded by filigree or ornaments, but this is a principle many are slow to learn.—*Michigan Tradesman.*

LOGIC proves a great many things, but a good advertisement accomplishes more.

#### ILLUSTRATED BUSINESS PHRASE.



ADVERTISING PERUNA.

MR. SCHUMACHER TELLS HOW HE SPENT HALF A MILLION DOLLARS IN THE PAST TWO YEARS—HOW RESULTS WERE OBTAINED FROM THE KANSAS CITY "WORLD."

"Yes, advertising pays," said Fred W. Schumacher, vice president and director of advertising for the Peruna Drug Manufacturing Company, of Columbus, O. "If it were otherwise, the Peruna company would not have expended nearly half a million dollars each year in the past two years to test its value."

"What class of newspapers do you advertise most extensively in?" was asked.

"We advertise in them all," was the reply. "We use both dailies and weeklies. At present the Peruna company runs copy in 9,000 newspapers from coast to coast, 500 of which are dailies."

Mr. Schumacher places all the advertising for the Peruna company, doing business with publishers direct.

"Let me show you how we cover the territory," continued Mr. Schumacher, and he turned to a cabinet, which had been ingeniously arranged with sliding drawers with flat surface. "Here you will observe," he said, "that I have had a map of each State pasted on these slides and had each one labeled, so that I can turn to any State desired without loss of time or inconvenience. Each map shows every town and city in the State. We have an accurate list of all the newspapers printed in the various places, and have designated those we advertise in by sticking small tacks, as will be observed, in the map. I have gone even further than that, and used colored tacks to designate the various languages in which the papers are printed. By this method I can tell in a moment just where Peruna is being advertised and how extensively. If we receive information that the medicine is not selling as it should in any section of the country, I turn to the map desired and can tell at once whether the newspapers are

being used or not. Or it may be that we are using the wrong papers to bring proper results, and a change is necessary."

THIRTY MILLION BOOKS PRINTED.

"Mr. Schumacher, do you believe it pays to use circulars?" was the next query.

"It certainly pays this company," he replied. "We issue on an average of 30,000,000 books each year, telling of the merits of our goods. These are used as an auxiliary to the newspaper advertising and are sent all over the country. We have a printing establishment of our own where tons of this class of advertising are gotten out, but the capacity is inadequate and outside printers are given heavy orders."

"Last year the Peruna company spent as much for advertising as any other proprietary manufacturing company in the United States. Some people spend their money differently from what we do. Many believe in the exchange plan, but the Peruna company does not. It believes in paying cash for all that it gets and then seeing that it gets what it pays for. Things that come too cheap are often of little value."

TRACING DIRECT RESULTS.

"Are you able to trace direct returns from newspaper advertising; that is, does any advertisement pay directly for the money expended or do you depend upon cumulative results?" Mr. Schumacher was asked.

"We have no way of ascertaining the direct cash returns from any one newspaper, for our goods are on sale presumably in every drug store in the country," he replied, "but our correspondence department—the number of letters received in the course of a year, and most of them refer to newspapers that have carried our advertising—gives us some index as to the utility of a paper, coupled with the Peruna sales at each and every point, taken from our sales ledger, and reinforced by reports of our canvassers on the road."

CO-OPERATION WITH DRUGGISTS.

"How important is it to have the good will of the retailer, and

does not the retail druggist derive a great deal in his general business from your advertising?"

"We believe in the most perfect co-operation between the manufacturer and the retail druggists. We make it our great aim to protect the retail druggists at all times, and we have cut off some very large purchasers of our goods in the last year and forced the sales of our preparations into the hands of the retail druggists who maintain prices. We believe a retail druggist takes, naturally, more interest in a preparation that is extensively advertised, since it increases his volume of business notably. Of course, the profit on the sales must be a reasonable one, or the retailer's interest in the preparation will relax."

"Are you not able as an experienced buyer of space to size up the value of a paper by scanning a few copies of different issues?" was asked.

"Indeed," he replied, "the general appearance of a paper, its general worth as a newspaper in news items, typographical excellency and the general make-up are weighty factors that we never overlook."

#### DON'T LIKE A FLAT RATE.

"Do you believe in a flat rate for advertising? Is such a rate fair? Is a schedule of rates ranging 50 per cent fair or does it give an opportunity to juggle rates?"

"We are radically opposed to a flat rate for advertising. The larger the quantity the lower the rate is a principle that we firmly believe in. This is recognized in the commercial relations covering all the great industries, and will some day receive absolute recognition at the hands of all newspaper publishers.

"If a flouring mill can turn its entire output of 1,000,000 barrels of flour over to one firm, it can afford to make that firm a lower price than if it had to dispose of it to twenty different firms. A man that buys a carload of Peruna gets a lower rate than the purchaser of twelve dozen. The railroad companies give a lower rate on carloads than per hundred pounds."

"Does a man necessarily need

experience to be a good advertising manager?"

"That depends," said Mr. Schumacher, "on what you are advertising and your general business adaptability. I have been engaged in an allied occupation—the wholesale drug business—since my college days, and feel this training was of great basic value in my new sphere of activity. Now, for myself, I can truthfully say I am young at the business. I have had but three or four years' experience in this line. Yet, as I said before, this company has spent a half a million dollars in the past two years in advertising. What I lacked in experience in advertising our great preparation, Peruna supplanted in solid merit."

The history of Peruna is replete with interest. Over twenty years ago Dr. S. B. Hartman, now president of the Peruna Drug Manufacturing Company, and the Hartman Sanitarium of Columbus, O., located at Lancaster, Pa., and began the practice of his profession. He not alone did a regular practice, but turned his attention to surgery. So successful was he in the latter work, without detracting from the former, that his services were sought from all over the United States and to meet the general demand he traveled extensively. He did not confine himself to any particular branch of surgery, but handled with equal skill all cases that came to him. On one occasion he performed twenty-three operations in one day, and it frequently occurred that he operated on from ten to fifteen people in a day.

Prior to going on the road as an expert surgeon, Dr. Hartman had found a favorite prescription which he prescribed to his patients for catarrhal troubles. In those days it had no particular name, merely being known as "a good medicine for catarrh." But the little seed sown by the doctor was growing while he was away. The plant was fast assuming the dignity of a tree; where leaves once grew shot forth limbs. The trunk expanded and one day Dr. Hartman awoke to find the now fully matured tree laden with

fruit. As time passed the fame of "the good medicine for catarrh" grew. No longer were the people satisfied with the little four-ounce phials, but demanded larger quantities. This demand was the force that caused the birth of Peruna—an old production under a new name—and Dr. Hartman became famous at a bound.

Twelve years ago Dr. Hartman removed to Columbus, O., and later organized the Peruna Drug Manufacturing Company, and put Peruna on the market. But he did not push it to any great extent until the demand began to extend to the surrounding country. Then, three years ago, he placed Mr. Schumacher, a young man progressive in his ideas and keen in his business judgment, in charge of the advertising department and began what he terms "a newspaper campaign." How well Mr. Schumacher has succeeded in his desired aim is a part of advertising history.

Good advertising brought good results and one success followed another, until to-day Peruna is the cornerstone of one of the big medicinal manufacturing industries of the State of Ohio.

Where a few employees were sufficient to produce the product at the beginning of the advertising campaign now one hundred and twenty-five are required, and the business is still on the increase.

No one who has seen Dr. Hartman will ever forget him. His smoothly shaven face, pleasant geniality and exuberant health are striking features in his striking personality. Kindliness is stamped so plainly on his countenance that even the most timid have no fear to talk plainly and openly with him. While he has reached that interesting age which shows that the golden sands of life are chasing each other toward the goal of future reward, yet his eye is as sharp, his step as elastic and his hand as steady as the average man at thirty-five.

#### AT THE GROUND.

"The highest towers begin at the ground," saith a Chinese sage. Good advertising towers should have foundations sunk ten feet below it.

#### THE DEMAND FOR COLOR.

Posting, like all other forms of advertising, owes its present development to the opportunity it gives for striking color effects and combinations. I can remember the time when a three-sheet poster was a big thing; now twenty-four sheets are common. The same is true of painted signs. The signs of a few years ago, stuck up at will on rocks, barns and fences, have given place to a regular service, the only limitation of which is the depth of the advertiser's pocketbook. It must be admitted that now the first consideration of an advertising man in the purchase of posters and painted signs is the number of colors that can be had for a given price.

In street car advertising, as in everything else, color has become an inevitable yet everyday factor. Next to the value of the space he is selling, the successful street car advertising solicitor emphasizes the opportunity given by the card for a color display, and he is correct in so doing. I firmly believe that street car advertising would not have reached its present great importance had it not been for the use of color. On a small card of 11 by 21 inches color affords an opportunity for attractive, effective display that could not be obtained by any other method of handling the same space. Do you suppose the public would be interested in a monotonous line of black and white cards? Far from it. It is the variety of color schemes that attracts and holds attention. Color has invaded the newspaper field as well. The great metropolitan newspapers of to-day owe their present immense circulations to the free use of supplements, pictures and other features in colors. The extraordinary demand on the part of smaller newspapers for color work of this kind to meet this tremendous competition is further proof of the fact that the people like and demand color.—*Profitable Advertising.*



The  
BUFFALO SPRING & GEAR CO.  
BUFFALO, NEW YORK.

GREATLY REDUCED, FROM THE "CARRIAGE MONTHLY," PHILADELPHIA.



always cleverly written and tastefully displayed.

The New York Theater is managed by the Sire Brothers, who also control the Casino and the Bijou—a trio of the best paying houses in the city at the present time. Since last fall the first named house has been run on the popular price system—fifty cents for the best orchestra seat—and, as a result, the house is packed at every performance, it being no unusual thing for seats to be engaged four weeks ahead, and for hundreds to pay for admission only and stand up during the three and a half hours of the performance.

In a conversation with Mr. T. F. Donahue, the press agent of this theater, he told the writer that the great success of the house in recent times was decidedly due to the bold and aggressive advertising that had been done by the management. And it was not merely the newspapers, morning, evening and Sunday, that were used, but a careful system of circularizing by the discriminate distribution of booklets and other printed matter through the leading hotels, cafes and clubs of the city. A thoroughly equipped advertising staff is maintained, having its own spacious offices in the building and trained men to look after the different departments of publicity, such as billposting, programme and lithograph work, newspaper advertising and checking, the preparation and dissemination of various forms of advertising literature, etc., all under the personal direction of Mr. Donahue as chief press agent.

The booklets above alluded to are often changed and frequently describe the show in some way—sometimes as if written by an outsider who has been favorably impressed by the entertainment, but always written in an easy and catchy style that is likely to appeal to the ordinary theater-goer. It should be distinctly understood that, prior to the accession of the present management, this theater was a distinct failure, and its present success is largely due to its liberal system of advertising.

#### IN THE CASE OF BOOKS.

Of course, stupendous sales of anything can be made by advertising, be it a bootjack or a book. But what shall it profit a man if he spend more in advertising than his total sales of the thing bring him in? It only pays to advertise what to some extent advertises itself. If a man buying a bootjack or a book finds it such a moral stay and support that he looks back upon his previous life with regret and wonders how he contrived to drag on so many miserable years without it he will probably mention his experience to a friend, who will buy and pass the word on to another friend, and so it goes on in a sort of an endless chain until sales are up into fabulous (often greater than supposed) figures. But let the bootjack explode or in any other way misbehave and disappoint expectations, let the book prove a bore and the man wish he had his money back, a similar unperceived but forceful current is set at work, and advertisements are nullified by the mouth-to-mouth communications of actual experimenters. Does any one suppose that the expenditure of \$100,000 would sell 100,000 copies of Mr. James' "What Maisie Knew," or of what any of George Meredith's heroes or heroines know or do not know? If only advertising were necessary, success with anything—i. e., commercial success—would be easy of attainment. But, alas and alack! there is no royal road that way, even by advertising. You could not advertise a pretender to the throne. But had he the stuff in him that a king should be made of, and luck were with him, he might and probably would get there; nor would a modest setting forth of his merits and qualifications through the attractive columns of the daily, weekly and monthly press prove any hindrance to him.—John Paul, in *N. Y. Times Saturday Supplement.*

#### ILLUSTRATED BUSINESS PHRASE.



"A LOCAL APPLICATION."

## THE POSTER GIRL.

The blessed poster girl leaned out  
From a pinky-purple heaven.  
One eye was red and one was green,  
Her bang was cut uneven;  
She had three fingers on her hand,  
And the hairs on her head were seven.

Her robe, ungirt from clasp to hem,  
No sunflowers did adorn;  
But a heavy Turkish perte  
Was very neatly worn;  
And the hat that lay along her back  
Was yellow like canned corn.

It was a kind of wobbly wave  
That she was standing on,  
And high aloft she flung a scarf  
That must have weighed a ton;  
And she was rather tall—at least  
She reached up to the sun.

She curved and writhed, and then she  
said,  
Less green of speech than blue:  
"Perhaps I am absurd—perhaps  
I don't appeal to you;  
But my artistic worth depends  
Upon the point of view."

I saw her smile, although her eyes  
Were only smudgy smears;  
And then she swished her swirling arms  
And wagged her gorgeous ears.  
She sobbed a blue-and-green-checked  
sob,  
And wept some purple tears.  
—Carolyn Wells, in the *Century*.

## BEACH OF DETROIT.

An occasional newspaper man is in the habit of asserting that he cannot obtain a proper circulation rating in the American Newspaper Directory unless he advertises in the Directory or in PRINTERS' INK; in other words, he maintains that the publishers of the American Newspaper Directory and PRINTERS' INK conduct a blackmailing business.

A publisher of this sort is one E. H. Beach, of the *Book-keeper*, a Detroit monthly, who sets forth his case pretty plainly in some correspondence with a customer who had advertised in the *Book-keeper* and failed to obtain satisfactory results. The correspondence follows:

"THE CARRIAGE BUILDER,"  
INDIANAPOLIS, Ind., May 14, 1901.  
Geo. P. Rowell & Co.,

GENTLEMEN—I inclose herewith copies of two letters written by me to the Book-keeper Publishing Co., of Detroit, Mich., and their replies thereto.

Of course it goes without saying that the assertion of the Book-keeper Publishing Co. that their rating in the American Newspaper Directory is low because they will not allow themselves

to be blackmailed by you, is discredited by every honest publisher who has ever done business with you.

The letters are submitted to you for such use as you may be pleased to put them to. Very truly yours,

A. L. SARRAN, Publisher.

INDIANAPOLIS, Ind., April 25, 1901.  
*Book-keeper Publishing Co., Detroit,  
Mich.*

GENTLEMEN—Recently I paid you \$20 for the insertion of a four-inch ad for A. S. Alexander, in the April issue of the *Book-keeper*. Your assertion that you had a monthly circulation of 60,000 copies, proof of which would be furnished advertisers if desired and requested, induced me to place this small amount of advertising with you without hesitation. I am just in receipt of the March number of the American Newspaper Directory, in which I find you credited with a yE rating, which signifies that no recent circulation statement had been furnished the American Newspaper Directory from your office, and that a consequent probability that the last circulation accorded you may be higher than a statement would warrant, and the last rating was exceeding 12,500 and less than 17,500. Because of the uniform fairness of the American Newspaper Directory, who ask from you only a plain, explicit statement of your circulation, and who say that such a circulation having been given them by you, if they fail to accord you the rating you deserve, will forfeit you \$100, I am constrained to ask you to furnish me proof of circulation for the month of April, in accordance with your recent letters. I suggest that a statement from the postoffice, showing number of pounds mailed by you for the April issue, and date of mailing if more than one, will be ample evidence of your circulation for that month.

Very truly yours,  
A. L. SARRAN.

BOOK-KEEPER PUBLISHING CO., Ltd.,  
E. H. Beach, Treas. and Mgr.  
DETROIT, Mich., April 29, 1901.

Mr. A. L. Sarran, Indianapolis, Ind.  
DEAR SIR—Answering your favor of the 25th inst., we are quite aware of the fact that we are not properly rated in the American Newspaper Directory. The reason is that we will not allow ourselves to be blackmailed by the Rowell combination. In their last year's Directory you will find that we are rated in excess of 40,000 copies, and this was only granted us after we had given them an order to insert our ad in their Directory. If you will refer to any of the other directories, and especially that of Chas. H. Fuller, of Chicago, you will find that we were last year rated in excess of 60,000 copies, which rate was given us on a sworn detailed statement.

Our postoffice receipts are now in the hands of our New York and Chicago offices, and we are unable to supply them to you, but we will be glad to furnish you with a sworn statement at any time you desire.

Awaiting your further favors, I am,  
Sincerely yours,  
E. H. BEACH, Editor.

INDIANAPOLIS, Ind., May 2, 1901.  
Mr. E. H. Beach, Editor the Book-Keeper, Detroit, Mich.

DEAR SIR—I am in receipt of your favor of the 29th, and beg to say that your explanation does not explain. I am still anxious to know what is your postoffice receipt for the April issue, and I might frankly add that I am partially convinced you do not have the circulation you claim to have, to wit, 60,000.

I have been doing business with Geo. P. Rowell & Co. for a long time and have never known them to do anything that could give cause for such a statement as you make about them of blackmailing. Do I understand you to say that you gave a sworn detailed statement of your circulation to Chas. H. Fuller, of Chicago, and on the strength of that statement he gave you a rating of 60,000? And do I understand you to say that Geo. P. Rowell & Co. would not give you such a rating on a sworn detailed statement unless you gave them an order to insert your advertisement in their Directory?

Awaiting your reply, I am,  
Very truly yours,

A. L. SARRAN.

DETROIT, Mich., May 13, 1901.  
Mr. A. L. Sarran, Indianapolis, Ind.  
DEAR SIR—Your favor of the 2d inst. has remained unanswered owing to the absence of the writer. We would like very much to have you call at our office the next time you are in Detroit and let us show you exactly what our circulation is, and furnish you proofs that we have all we claim. We mean exactly what we say when we state that Geo. P. Rowell & Co., of New York, will not rate us properly under any circumstances unless we give them business.

Awaiting your further favors, I am,  
Sincerely yours, E. H. BEACH.

NEW YORK, June 5, 1901.  
Mr. A. L. Sarran, Indianapolis, Ind.  
DEAR SIR—Your letter of May 14 inclosing some correspondence with the Book-Keeper came duly to hand.

Thanking you for your kindness, we are, Your obedient servants,  
GEO. P. ROWELL & CO.,  
Publishers of American Newspaper  
Directory.

On investigation it appears that Mr. Beach has furnished circulation statements to the American Newspaper Directory and furnished them so freely that he failed to observe that different statements covered the same period, but wholly failed to correspond with each other. At one time he was willing to sign a statement that his issue for January was fifty thousand. At another date he was equally certain that his issue was twenty-seven thousand. Similar discrepancies occurred for February, March and April. Reduced fac-

similes of his differing reports are shown below:

DETROIT, Mich., April 10, 1899.

MONTHLY TOTALS RECAPITULATED	1899
January.	25.000
February.	30.000
March.	35.000
April.	40.000
May.	50.000

(view b-)

The Book-Keeper Co., Ltd.

*C. H. Beach, Secy.*

DETROIT, Mich., Dec. 28, 1899.

MONTHLY TOTALS RECAPITULATED	1899
January.	50.000
February.	50.000
March.	50.000
April.	50.000
May.	47.000

The Book-Keeper Co., Ltd.

*C. H. Beach, Secy.*

Readers who have followed this article thus far have, perhaps, come to the conclusion that Mr. Beach is a practical and habitual prevaricator. He is the sort of man who, as a rule, asserts that the American Newspaper Directory is a blackmailing institution. Other newspaper men have made the same assertion. Not one, however, ever believed it to be true and no honest one has ever said it. Whoever hears such a statement from the mouth of a newspaper man may set that "journalist" down as a follower of Beach, of Detroit.

MR. BEACH EXPLAINS.

DETROIT, Mich., June 12, 1901.  
Editor of PRINTERS' INK:

We have been receiving some proofs from you which we suppose purport to

be notices which you propose to print in PRINTERS' INK.

We admit that the statements you received in the year 1899 were conflicting, and liable to confuse and deceive the advertiser. The explanation on our part is simple, however, and is this: At that time we were not only advertising extensively in all the magazines for trial subscriptions to the *Book-keeper* (3 months for 15c.), but were also operating a unique coupon scheme, selling sample copies for 10c. The coupon scheme in particular was a great success, and for a number of months brought in orders for sample copies at the rate of between five and ten thousand per month. These trial subscriptions and orders for sample copies were kept independently of our regular subscription books, and on separate colored cards. In submitting the statement to you under date of April 10, the report covered only the actual yearly \$1 subscriptions on our books. In submitting the report on December 28, the report was based on the total number of names on both the regular subscription list, and including the trial and sample copy subscriptions which had, in the meantime, been converted into yearly subscriptions. There was actually printed during 1899 the exact number of copies given in the statement dated December 28. At the present time the *Book-keeper* circulation is almost entirely regular yearly subscriptions which have been received at \$1, the coupon scheme above referred to having been discontinued, as also the advertising for 15c. subscriptions.

We trust that this explanation will cause you to stop the publication of the articles in question, which, if published would only harm us to a certain extent, and eventually harm you.

Sincerely yours, E. H. BEACH.

Mr. Beach signs his explanation with a hand stamp.

#### 'TIS HUMAN NATURE.

Go where you will, human nature is the same. People have likes and dislikes. Their wants and inclinations vary only as they are prosperous. People are never satisfied. They want something, and when they get it, want something else. To successfully bring to their notice something that they want is the object of the advertiser. His success in disposing of that something depends on how well he lets them know about it, and, at the same time, how well he convinces them of the superiority of the article that he is advertising above all others of the same kind.—*Painters' Magazine.*

#### THE THEORY.

The theory is that an advertising expert will thank the individual who points out his palpable faults, taking care to avoid them in future. Well, that's where theory can't prod fact between the ribs even with a long handled pitchfork.—*Profitable Advertising.*

Don't harp always on one string,  
Play as often as you can a new tune.

#### UNCLE SAM'S OMISSION.

I will allow you to choose any Sunday paper in the United States, and you can choose one or a dozen of the mail order papers, and I will show you more fake advertising in the Sunday paper by half, than you will find in the mail order paper. The reason of this is explained by the fact that Uncle Sam has his eagle eye constantly on the mail order publications and the mail order dealer; their work is carried on through the mail exclusively, and Uncle Sam will not permit a fake to live any length of time. The trouble with the people that cast slurs on the mail order paper is that they do not realize how cheap the mail order firms can supply goods. I have had people point to watch advertisements, make fun of them, calling them fakes. I know one watch dealer who sells on an average of 5,000 watches a month. He furnishes a watch to these people for less money than a jeweler could possibly buy it, for the reason that he buys in such large quantities and his expenses are very light. Another thing I know these watchmen do, they send a watch every bit as good as the advertisement represents it to be, and live up to their guarantee of keeping the watch in repair for one year or more. Where watches were sent back in bad shape, I have seen them replaced with new watches. There can be no fake where this method is pursued in doing business. It is true some of the small articles and novelties are not of very much value, but they are fully worth all the advertiser receives for them. There is a fascination about the mail order papers and the advertising which they carry, to the farmer and country people that can be accounted for in one way, and that is, these people firmly believe that every one of their letters are read, and they have formed a personal acquaintance with some one where the order goods are supplied. There is a fascination for the countryman to deal by mail.—*Advertising, Chicago.*

#### ILLUSTRATED FURNITURE ADVERTISEMENT.



"PARLOR SUITS MARKED DOWN."

## ADVERTISING!

Th' way to make a hit,  
Is advertisin';  
It's gittin' up an' git,  
Is advertisin'.  
'Taint no use to sit an' mope,  
Give your biz a little rope,  
It'll run as smooth as soap,  
By advertisin'.  
If the customers don't come,  
Try advertisin';  
It'll start 'em on th' run.  
Will advertisin'.  
But you want to do it slick,  
An' it's a mighty clever trick,  
An' when you do it, stick,  
That's advertisin'.  
A few lines once a week,  
Ain't advertisin';  
Can't be so awful meek,  
In advertisin'.  
Wake up an' make a show,  
Toot your horn and make a blow,  
Then you'll make your business go,  
By advertisin'.  
(With apologies to Frank L. Stanton.)—Fourth Estate.

## WHAT TESTIMONIALS MEAN.

Prices are an important element in advertising success, yet over and above them there is a certain amount of good will for good wares that counts for much in gaining and holding trade. Every firm that sells a worthy article receives testimonials in proof of this.

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line each time. By the year \$60 a line. No display other than 2-line initial letter. Must be handed in one week in advance.*

## ALABAMA.

THE EAGLE, semi-monthly 4 pages Send for rates. A. R. DAVIDSON, pub., Kempville, Ala. PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever developed, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and overseas. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an AI advertising medium for this and foreign countries. Rates for advertising and terms of application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warrer Ave., Chicago, Ill.

## INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

## MAINE.

MUNYON says: "I made my fortune by advertising in the daily papers." In Rockland, Me., the only daily is the STAR.

## MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

## MINNESOTA.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size circulation of all Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,282. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. SVEN J. TURNBLAD, Publisher, Minneapolis, Minn.

## MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## BAKERS.

2,500 BAKERS every mo. read BAKERS' REVIEW. If you have anything to sell that they use, the proposition is self-evident. Price \$25, half page \$10 per issue. Park Row Bldg., N. Y.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising and aims to teach good advertising methods, how to prepare good copy, and the value of different media, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified \$25 a line each time, display 50 cents a line 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE PROGRESSIVE FEATURES and Superb ADVERTISING.

"THE FARM, FIELD AND STOCKMAN" make it a favorite in the homes of prosperous farmers and dairymen of the Northwest. Advertisers who try it once, become regular patrons. 15 cents a line. 40 Dearborn Street, Chicago.

## "WHAT HAPPENED TO WIGGLESWORTH."

Book of humorous sketches, to be published June 10 by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

*Gordon & Gotch.* LONDON,  
ENG.  
ADVERTISERS' AGENTS.  
Thorough, efficient service rendered.

### The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in the part of the United States noted for its famous wheat fields.

### THE CHURCH PRESS ASSOCIATION



#### LIST OF THIRTY Church Magazines

are edited by brainy Pastors for live Churches of different denominations everywhere. Filled with pure, interesting reading matter for the home. Excellent, economical publishing plan for Churches, and a good advertising medium.

### THE ORTON COMPANY

OF  
SOUTH BEND, INDIANA,

Can design and place your advertising, write, compile and print your catalogue, do your printing, lithographing, etc., as well and at as low prices as any concern on earth. Send in a trial order. Write for prices.

### THE ORTON COMPANY

# Hotel Majestic

CHICAGO

## Open for Business

Strictly Modern and First Class.  
Seventeen Stories High.

Cafe in the Palm Garden on the  
Seventeenth Floor.

JAS. A. GLODREY,  
MANAGER.

**\$2,000,000**

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

**THE SUNDAY NEWS,**

Troy, N. Y.

*The  
Evening  
Journal*  
JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—Statement of Jersey City Advertisers.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

# Is there

another daily paper in America besides the JOLIET News that can truthfully assert that all its circulation is sent directly into the homes of the community by mail and carrier? Absolutely no street sales? If there is one we would like to hear from it. Ours is 8,000 just now—1,000 being samples.

EVERY SATURDAY

# SPORTING LIFE

Base Ball, Trap Shooting  
and General Sports

For 18 Years the Acknowledged Authority  
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.

Advertiser Diogenes  
Discovers  
An Honest  
Circulation Statement

8076  
Is the actual average daily Circula-  
tion of The Springfield, O.  
**PRESS-  
REPUBLIC**  
SWORN AND PROVED,  
GUARANTEED BY THE  
**CITIZENS'  
BANK**

*Sworn Average Circulation for May, 1901.*

# St. Paul Daily Globe

18,732

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.  
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

SEND FOR A SAMPLE COPY OF

## THE ADVISOR

the great monthly magazine devoted to the interests of  
advertisers.

PHILLIPS & CO.,

ADVERTISERS ALL OVER THE WORLD,  
1133 BROADWAY, NEW YORK.

What the largest dry goods  
house in the South says about

## The Memphis Scimitar

The only afternoon paper in Memphis—  
Queen of Southern Cities:

"Having demonstrated to our satisfaction the value of an afternoon paper as an advertising medium, we beg to announce to the readers of The Evening Scimitar that we will from now on avail largely of its columns in directing attention to such of our merchandise as deserves advertising mention.

"This announcement is given prominence with a view of impressing the fact that the bargain events which succeed each other in such rapid succession will hereafter be given publicity to the same extent in the evening as in the morning papers."—B. LOWENSTEIN & BROS.

R. A. CRAIG, 41 Times Bldg., N. Y. City.

# IF

## The Scripps-McRae League

OF NEWSPAPERS

**THE CLEVELAND PRESS**  
**THE ST. LOUIS CHRONICLE**  
**THE COVINGTON KY. POST**  
**THE CINCINNATI POST**

Cannot prove their circulation  
claims no charge will be made  
for advertising.

---

**F. J. CARLISLE,**

*Manager Foreign Advertising.*

**53 Tribune Building,  
New York.**

**116 Hartford Building,  
Chicago.**

*One-Cent Evening Newspapers. CLEAN.*

One ownership—one management.



Sworn Average Daily Circulation  
May, 1901,

The Omaha Daily News,

**20,709**

The St. Paul Daily News,

**24,520**

The Kansas City World,

**32,074**

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Circulation figures will be made a part of every contract; we guarantee advertisers that we have only one rate for advertising. Books open.

B. D. BUTLER, Manager Foreign Advertising.

52 Tribune Building, New York. 705-7 Boyce Building, Chicago.

JAS. F. ANTISDEL, Eastern Representative.

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*We do not publish FAKES or "NASTY" Medical advertising.*

## A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

### THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

## Street Car Advertising.

The population of the United States is increasing faster than that of any other country. This is the richest country in the world—we are worth at least fifteen thousand millions more than Great Britain. We manufacture more than England, France and Germany combined. We grow eighty per cent of the world's cotton. One quarter of all the wheat in the world is grown here. We are undoubtedly the greatest country in the world.

The trade of the country is constantly increasing. Everybody seems prosperous. This prosperity is not ephemeral, it is not of a day's duration. It is lasting. It is the natural result of the law of supply and demand. The people of the country want and will buy many things, and they have the money with which to buy them. Street car advertising will help you secure your share of their trade. The country's growth and prosperity are of such importance, so generous in making an easy flow of money, that they warrant all advertisers when placing business to set aside an appropriation for street car advertising.

Because they have never used the street cars is a very good reason why they should do so now.

In the long, broad, straight streets for which St. Petersburg, like the city of Washington, is famous, it is curious at this late day to note the absence of electric cars. It is very amusing to see with what tenacity the powers-that-be still cling, with the stupidity of Oriental people, to the slow-moving horse car of a quarter of a century ago.

When American travelers suggest to them the advantages of electricity the usual reply is: "What is the use of traveling fast? What is the object of saving time? That may be all right for America, but Russia has plenty of time."

This stupid argument seems incomprehensible. To us time is money.

The arguments advanced by some advertisers against street car advertising appear equally ridiculous.

This is the day of progress, of invention, of new methods. The man with the cow-webbed brain and moth-eaten ideas belongs to the past. Happily, there are not many of him. Notwithstanding what he may say, street car advertising has undoubtedly been the key that has opened the door of success to many advertisers.

This statement is borne out by the facts at hand, in numberless authenticated examples. A certain Western manufacturer came to New York, a year ago, with a new breakfast cereal. He decided to try the experiment of advertising only in the surface cars of the Broadway system—which includes several of the principal residence streets and avenues, but very far from the entire surface traffic.

He did not put a line in the newspapers, used no circulars, nothing whatever was offered to the public concerning his cereal except in these street cars. He paid \$7,000 to have his card displayed for one year. His new thing was up against a dozen—ten dozen—brands well-known, and well thought of; and he offered no price inducement. But he knew how to write a snappy, convincing advertisement; he understood human nature, had a right knowledge of English words, and had an artistic sense that enabled him to instruct his printer in the way how.

At the end of the year his \$7,000 earned him a net profit of \$23,240. He is now a rather vigorous advocate of street car advertising—and small wonder.

Of course, in any form of advertising, street car advertising included, the merchant must really advertise to get results. It does not do to merely assemble words and fill the space—that is not advertising; it is simply wasting money.

But the merchant who makes intelligent and judicious use of the street cars will be convinced that they afford greater possibilities than any other medium and that their use is very much worth while.

As a matter of fact, all advertising is valuable. In many cases one kind is more valuable than another, and very often all are desirable and all may be profitably used.

If only a small amount of money is available, and an advertiser wants to cover one city at a time, the street cars will

give more general conspicuousness to his advertisement for the price than can be secured through any other medium.

The advertiser who has sufficient but limited capital to invest in street car advertising usually proceeds with caution. And rightly so.

In the last few years there have appeared many street car advertising concerns, some good, some bad, some indifferent, but all having a tendency to set advertisers thinking, and all with a desire to get business. There have also sprung up a large number of concerns, some of whom went into the business without knowing anything particular about it, and presumably because it looked easy.

For these reasons an intending advertiser should place his appropriation with a responsible firm, one that has a reputation for doing what is right, one that looks after the interests of its patrons. Through such a firm a small appropriation skillfully handled will soon develop into a large account. This has been frequently demonstrated by George Kissam & Company.

If you will compare street car advertising of the present day with that of a few years ago you will note a very marked improvement.

For a great many years street car advertising seemed to stand perfectly still. The ancient forms and methods were strictly adhered to, and it seemed to occur to very few people that any improvement was possible or necessary.

The change for the better appeared with the firm that made an exclusive business of street car advertising—George Kissam & Company.

The street car is the right medium in the right place, and through it your announcement will quickly reach the public. The street cars are not infallible, but they have a long list of successes to their credit and are as near perfect as a medium of publicity can be made.

A man said recently, referring to a rather conspicuous street car advertisement : "Why, I see it everywhere all the time." As a matter of fact he did no such thing. The ad in question appears exclusively in the street cars, and he saw it nowhere else. What happened to him was that whenever he rode in the cars he saw the ad, and it was so attractive and so prominent that he couldn't help seeing it. Like all good street car ads, it left a strong impression upon him, and he has that ad stamped indelibly upon his memory. That is the inevitable result of advertising in the cars.

It is better to have a good, strong, effective advertisement in the street cars constantly than to have a small, inconspicuous one elsewhere, sometimes. And the cost of the street car advertisement will permit this being done.

At the rate Kissam & Company charge for a card in their cars it is the lowest for circulation that is continuous of any medium of publicity in the country. The number of cars in a city is usually proportionate to the population—one car in Schenectady is as good as one car in Chicago or any other large city.

Schenectady, by the way, with its manufacturing interests and its many residents working in the factories, is a city where the advertisers could use the street cars to advantage.

One of the most important of American industries is the manufacture of beer. This great enterprise employs many thousand men and millions of dollars of capital. In the city of Milwaukee the brewing interests are of great importance. Much of the prosperity of the city is due to the large sums of money distributed in the form of wages among brewery employees who reside in this city, spend their money there, and thus promote, encourage and contribute to the general welfare. Milwaukee has many other industries beside the manufacture of beer. Its railway system is modern, its cars excellent and its citizens progressive and prosperous. Kissam & Company control the advertising in the Milwaukee cars and the service here as elsewhere is unequalled.

Besides the cities named above, Kissam and Company control the exclusive street car advertising privileges in Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin and Springfield, Ill.; Columbus and Hamilton, O.; Madison and West Superior, Wis.; Denver, Col. These cities are among the best and largest in the country, their aggregate population being upwards of five millions and a half.

Street car advertising is what you needed yesterday, what you want to-day, and what you should have to-morrow. Advertisers of the country are offered the splendid system and service of George Kissam & Company with the assurance that their business will be handled in a manner to be equaled by no other firm in the same line. George Kissam & Company do an immense volume of business—the largest of its kind in the world. They have offices at 253 Broadway, New York and will cheerfully answer all questions pertaining to street car advertising.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

If you cater to the masses in a town where trades unions have considerable strength, you will find it worth while to make frequent mention of the goods you carry in stock that are union made. When you can truthfully make the statement that the goods advertised, though made by well-paid union labor in cleanly, healthful shops, are no higher in price than those made by non-union labor under conditions probably just the reverse, you will find in that statement a very strong appeal to union workmen of all classes. It will appeal to them because it seems to approve of the policy of organized labor and to confirm their contention that union made goods are frequently just as cheap as those made by non-union labor, and that the manufacturer simply pockets as an extra profit the difference between the cost of union and non-union help. If you are catering to the classes, in nine cases out of ten the less that's said about labor organizations the better it will be; as the great middle class of bookkeepers, clerks and business men generally are not, in many cases, in sympathy with the cause of union labor, and might be driven away by a too frequent mention of union made merchandise. This is leaving out of the question entirely the class composed of manufacturers and others employing a great many people, this class being almost invariably directly opposed to organized labor in whatever form it may assume. Of course, there are exceptions in every case; but these I believe to be pretty safe rules to follow in reference to the advertising of goods made by union labor.

\* \* \*

partment store by adding a line at a time reminds me to say that cigars should be about the last line to be added, or should be placed in some part of the store where there will be no encouragement for customers to loiter around and burn their purchases. Of course, if this sort of thing became common, women would persistently shun that portion of your store. As you must depend upon women for a good share of the trade even in that department, the same scrupulous neatness and order that obtains in your other departments must be observed there. No cigar department in such a store is complete without a very nice line of pipes and smoking tobacco, as women frequently choose pipes as gifts for Christmas or birthdays or for other occasions, and are, as a rule, willing to pay good prices if they find something that strikes their fancy.

\* \* \*

According to Webster, a rummage sale is "a clearance sale of unclaimed goods in a public store or of odds and ends which have accumulated in a shop." The word rummage suggests to me nothing but a lot of riffraff—the flotsam and jetsam of years of storekeeping thrown up on the tide of an inventory or a general cleaning up that has been too long postponed. When I read of a rummage sale, I see in my mind's eye a lot of antique, shopworn and moth-eaten merchandise that the merchant would have felt obliged to pitch out his back door but for the excuse that the rummage sale offers. It needn't be so; very likely it isn't in most cases. I am simply telling what the word rummage suggests to me for the purpose of pointing out that it probably suggests the same thing to thousands of other people who do

\* \* \*

Speaking of building up a de-

not even know its definition. Churches and charity organizations have done much to discredit the rummage sale, because the rummage sales they have conducted have been largely made up of worthless stuff dragged out from dark corners in attics and cellars and donated to help a worthy cause. Generally the articles so donated have been given because

uncertain age and condition. Perhaps I am too severe on the rummage sale; it may be, and probably is, better than its name. I hope so.

\* \* \*

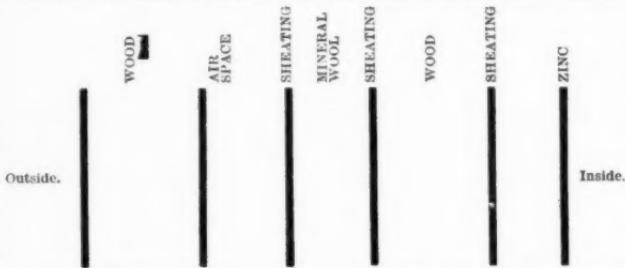
I reproduce below an advertisement which, though not a model of typographical excellence, is unusually good because it conveys a perfectly clear idea of the con-

# Cheaper Ice

TARRYWILE  
SWEET CREAM,  
FRESH  
EVERY DAY.

The Leonard Refrigerator practically makes ice cheaper. By saving one-third of the ice, the Leonard reduces your ice bill to the same extent as would a reduction of one-third in the price of your ice when using an ordinary refrigerator.

The Leonard saves ice over other refrigerators because it is made better. It's built with eight walls which aggregate three inches in thickness. These walls are made like this:



The wall of mineral wool, which is the best insulator known, is one inch thick. In addition to the superior construction of the Leonard walls, Leonard Refrigerators have air tight locks, removable flues and all-metal ice racks. Leonards cost from \$13.00 to \$30.00. Their ice saving properties make them the cheapest refrigerators that you can buy.

## THE IVES-ANDREWS CO.

*Everything for the House.*

249-251 Main Street.

Telephone Call 32.

the owners thought them worthless or nearly so, and the result has been a pretty tough looking lot of stuff. A rummage sale by any other name would pay as well, I believe. I would rather call it a house-cleaning sale, a clearing-up sale or any one of the dozens of other names that are commonly given such sales and that do not so broadly suggest merchandise of

construction of the walls of the refrigerator it exploits. \*It makes a strong claim for saving of ice, and it comes about as near to proving that claim as is possible in a newspaper advertisement. It might have been better to have shown a sectional view of the refrigerator wall by means of a wood cut; but this would have been more expensive, and I doubt very much

whether it would have conveyed any more clearly the right idea.

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*Mr. Chas. F. Jones, care of PRINTERS' INK, New York,*

DEAR SIR—I would like to have your opinion through PRINTERS' INK as to the best plan for me to follow under the circumstances in which I am placed. For a number of years I have been the proprietor of two stores—one a dry goods store, and the other a gents' furnishing store. I have devoted my personal attention to the dry goods store, which is situated on the main street of this city, near the market. My trade is principally with the market people. The gents' furnishing store is situated in another part of the city, on another of the principal streets. Since opening this store I have had my brother in charge, and business has always been fairly prosperous under his care. The first of this year he left my employ, and opened a store a little further down the street "on the corner," and has spared no effort to acquaint the public with the fact that the firm has moved from its old stand. This is not so, as I am still keeping the store going, but under these adverse circumstances. If I advertise anything, people coming down the street in answer to the advertisement would strike his place first, and the name being the same, they would naturally take it for granted that this was the place advertised, and they all don't get as far as my store. One of the best advertisements we have used has been the giving of trading stamps. These cost us five per cent on all our sales, but they bring quite a lot of trade to the store, but again this problem confronts me, for when I advertise that I give trading stamps, people coming to the store will run across my brother's store first, and will go in and buy. Then when they don't get the stamps (he not having them to give) they go away disgusted, saying that I do not do as I advertise. Last Saturday the trading stamps brought us in considerable extra trade. My brother has the advantage of having his store in a better situation, and the fact of his having charge of my store for so long lends emphasis to his announcements of the firm moving to his present stand. What action would you advise under these circumstances? Your kind attention will oblige,

Yours very sincerely, J. K.

About the first thing to do in your case is to advertise that you have not moved and have no branch store. Make this statement just as emphatic as you possibly can and see that it appears in some form in all your ads for some time to come. Do not make any direct reference to your brother's store or business in your advertising, but pound away everlastingly on the fact that you are still at your old stand, and em-

phasize your initials by having them set in larger type or in some unusual way that will attract special attention to them. Once or twice a week advertise some article at a very special price, calling attention to the fact that this bargain is to be had only at the J. K. A—store, putting special emphasis on the J. K. as mentioned above. This might be done by using some such catch-line as "If you miss the J. K. A—store, you'll miss this bargain." I think it would be desirable to still further distinguish your store from that of your brother by painting it some distinctive color or by adopting some sort of a trade-mark, or both. Use as a trade-mark a big hat or some such thing that will serve to identify your business and at the same time indicate its nature. If you adopt a hat for a trade-mark, you could use it not only in your advertisement but could have a large wooden hat to suspend over your doorway. Then in each advertisement you could put either at the head or foot the words, "At the sign of the hat." It might also be well to say in each advertisement, "Next door or opposite So & So's." But probably the distinctive color and the trade-mark would be sufficient to distinguish your store from your brother's. If you paint your store front white, you could run in each advertisement a catch-line reading, "At the white front store, sign of the hat." The public would soon become so familiar with it that there would no longer be any confusion of names. Of course, your brother could paint his store front the same color as yours, but I doubt very much if he would do so; and you can easily select a trade-mark (if not a hat, something else) that can be registered and protected by law.

The trading stamp matter will cut both ways. If people go to his store expecting to get trading stamps and are disappointed, they will not be likely to go there again. And if you continue to advertise trading stamps they will soon discover their mistake and hunt you up. You might incorporate the trading stamp ad into your catch-

line like this: "The J. K. A— store gives trading stamps; White Front, Sign of the Hat." And this can be varied in a dozen effective ways. In addition to your newspaper advertising it might be a good idea to circularize all of your former customers whose names and addresses you may happen to have, sending just a brief little circular in some attractive form, with the simple statement that you have not moved, as has been reported. There are still other ways of counteracting your brother's efforts to create the impression that you have moved or are out of business, but those suggested above will be found more effective, I think. If you adopt any of the suggestions offered, I would be pleased to know, after you have given them a fair test, with what success.

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If you are spending all the money you ought to spend in the newspapers and feel that you would like to do a little advertising along other lines, by all means spend your money in something that will be kept for more than a day or two and that will keep your ad alive for a corresponding time. You can't make any serious mistake in the summer time by the judicious distribution of a fairly good fan; that is, something that will stand a little hard use without going to pieces. Such a fan as I have in mind can be bought for about ten or fifteen dollars per thousand. Generally speaking, the only purpose that this sort of advertising will serve is that of familiarizing people with your name by reminding them of it frequently. For this reason it is not desirable to have much printed matter in an ad of this kind, and the best thing to do is to print in fairly large type your store motto, your guarantee of qualities and prices and money back, and your name and address. Of course the line dealt in should always be made prominent. Some lines of business might get profitable publicity from an advertising fly-net that is now made to protect horses from the flies in hot weather. On

each side of these fly-nets are spaces that will accommodate ten or a dozen words in good sized type. These nets are quite attractive in appearance, being made of red seine twine with yellow tassels. And there will be no difficulty in inducing many owners of business rigs to use them if the business advertised does not conflict with their own. In a sense these things are expensive, costing ninety cents or a dollar each in lots of a hundred, and from a dollar to a dollar and a quarter each by the single dozen. Like the fans, in the majority of cases they could be used only for advertising of a general character. I presume these nets are to be had from a number of different concerns, but I have seen them advertised by only one, the Meek & Beech Co., Coshocton, Ohio. I name this concern here simply to save myself the necessity of answering inquiries as to where these articles may be secured.

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By all means seem to be prosperous whether you are or not. This may seem like encouraging deceit, but that is not the idea at all. This is simply a factor of business that must be taken into account and given attention. By appearing to be prosperous I do not mean a foolish or reckless expenditure of money, but rather that a general air of comfortable financial conditions should pervade the very atmosphere of your establishment. A fresh coat of paint on your store occasionally, inside and out, and on delivery wagons; a bright new harness on your delivery horses when needed; a new fixture inside the store occasionally; a new bonnet for your wife and a new coat for your own back. All these apparently trifling things influence the public estimate of your business far more than you probably have any idea of; and as the public estimate your business, so it is likely to be. People like to trade with a prosperous merchant and in a busy store because they feel instinctively that the prosperity probably came because it was deserved; that the busy store is busy because its

goods and prices make it so. And the public is very quick to notice signs of decay. If a business that is going downhill fails to keep up appearances and ignores its former standards, the public is quickly aware of the changed conditions; and oftener than not will desert the failing business as rats desert a sinking ship. This isn't theory; I have seen it demonstrated beyond the possibility of a doubt. I know it is hard lines for the merchant who is having a struggle to make both ends meet to spend money in what seems to be unnecessary expense; but they are often the best ways to spend money for all that.

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Perhaps there is no hope for the store that is so far gone that it cannot secure in the regular ways the necessary merchandise to meet the demands of its customers. There is, perhaps, no plainer sign of business decay than for a store to be continually out of staple goods. A store that's in such a bad way that it cannot buy staple goods in quantities, if it has any hope of continuing business, should buy these staples of competitors in small quantities even at retail prices rather than turn customers away. The customer who is continually told that "we are just out" of some staple article, isn't going to stand that sort of thing very long and will soon transfer her trade to a concern that always carries in stock everything in its line that is in common demand. You may think that such cases are too rare to call for treatment in this department; but they are not so rare as you think.

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If you want to develop your one or two-line business into a department store, let me caution you to go slowly unless you can command sufficient capital and the services of experienced assistants necessary to make it successful as far as these things count for success. Failures have been made in such attempts because of insufficient capital; because of inexperienced help, improperly managed; and last, but by no means least, be-

cause local trade conditions did not warrant such an enterprise. If your capital is not large enough to launch such a business and crowd on full sail all the time, to keep it going, you had better develop it gradually, adding one or two new lines at a time and putting in stocks that will enable you, with the help of right prices and good advertising, to command attention and trade. See to it that each added line is of a character that will bring business to your other lines. If yours is a dry goods store, add furniture or carpets or some other class of merchandise of which women do the bulk of the buying. Feel your way along carefully, and be sure that each new line is on a paying basis before you add another. It is very often better to work along the lines of gradual, steady growth than to attempt to accomplish it all with one great effort, even though you are not hampered for lack of capital. But if it happens that you have a competitor with department store aspirations, and it's a matter of which one moves first, that's entirely different. In such a case a gradual line to line growth will never do, and whatever is done in the department store direction must be done at once and with a vengeance. Local conditions must always be taken full account of. For instance, a small city with diversified industries is, as a rule, a much more desirable place for a department store than even a larger city with but one or two important lines of manufacture. In the former case there is always some money moving among the people; in the latter, if there are labor troubles or the lines manufactured happen to be dependent upon seasons, there is likely to be a complete cessation of work at any time and a corresponding slump in business. There must be skillful management to defeat the efforts of aggressive single-line competitors. And not by any means the least important factor is the thorough loyalty and hearty co-operation of everybody concerned in the business. Without this, success is well nigh if not quite impossible.

# SIMILAR EXPERIENCES.

"Plough deep while sluggards sleep  
And you shall have corn to sell and to keep."

The above quotation is taken from Poor Richard's Almanac, written by Benjamin Franklin. He once remarked :

"Though I have been, if I may say it without vanity, an eminent author of almanacs annually now a full quarter of a century, my brother authors in the same way, for what reason I know not, have ever been sparing in their applauses, and no other author has taken the least notice of me: so that did not my writings produce me some solid pudding the great deficiency of Praise would have quite discouraged me. I concluded at length that the people were the best judges of my merit, for they buy my works."

It seems rather strange that my experience with ink men should be so similar to the illustrious Ben Franklin with authors.

Instead of being ignored as he was I have been a target for abuse, and for no reason that I know of, other than the knock-out blow I gave high prices. Were it not that the sale of my goods produce me a good living, I would feel quite sore. I concluded, however, that the seventy-five hundred different concerns who thought enough of me to send seventy-five thousand orders, each accompanied by the cash, were the best judges of my merit, for they buy my inks.

A successful man always creates enemies, especially among his competitors.

Although I offended several concerns by refusing to fill their orders without the money, I feel satisfied that I have made no mistakes. If I trusted one man, a precedent would be established, and the cash-in-advance system would then be a farce.

Send for my price list. Address

**PRINTERS' INK JONSON,**  
**17 Spruce Street,** **New York.**

